JUNE 6, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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look--
it can
be done
almost
with
pennies!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows.

That's nonsense.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for $600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14 states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7 weeks.

You can buy 5 spot announcements for $500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying. That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is

—the station WOR
that sells more at less cost
than any high-powered station
anywhere

MUTUAL

IN THIS ISSUE: MILWAUKEE MARKET STORY • COMPARATIVE NETWORK SCHEDULE

OUR 25TH ANNIVERSARY YEAR

Here's the Greates "FAMILY ACT" We Ever Had!

WHOLE FAMILY groups used to bring fiddles, guitars and musical gadgets to the old WLS studios in the Sherman Hotel 25 years ago. And then, as radio became more "professional," WLS became famous for "family acts"—Louise Massey and the Westerners for one—Lulu Belle and Scotty—the DeZurik Sisters, the Williams Brothers, the Linder Twins, Connie and Bonnie.

But pictured here is our greatest "family act"—a family typical of countless others throughout Midwest America—families who listen to and enjoy WLS every day. This is the family of Harvey Litwiller, in Macon County, Illinois.

The three girls hear our DuPont Award-winning "School Time" programs every day at school. They all have their favorite home-listening WLS programs, too —Lulu Belle and Scotty, Bob Atcher, the Buccaneers. Some they have seen in person at the Illinois State Fair.

Mr. and Mrs. Litwiller are daily "patrons" of WLS Dinner Bell Time (Mrs. Litwiller's account of a "good neighbor" deed was read on this program last fall)—and of the markets, farm news and weather facts found on "Farm World Today" and early morning "Farm Bulletin Board." They value these programs for help in daily operation of a modern 400-acre Illinois farm—a big business involving livestock, marketing practices, grain, storage, soil conservation practices, and other factors.

Like many young family men, Mr. Litwiller takes the lead in school consolidation, Farm Bureau and similar activities affecting his community and family. He has met WLS editors or field men many times in connection with this work.

And on Saturday nights, you'll usually find all the Litwillers at home enjoying the WLS National Barn Dance.

The Litwillers and all the families like them are WLS' greatest asset, because they have taken the radio station right into their family lives, wherever they may live in Illinois, Indiana, Michigan, or Wisconsin—city, town or farm. Naturally, these family groups have a basic loyalty to the radio station that serves them so well—and has for so long—and it is this widespread family loyalty to WLS that moves your products faster and easier when you advertise on the "family station" in the Agricultural Capital of the World—Chicago.

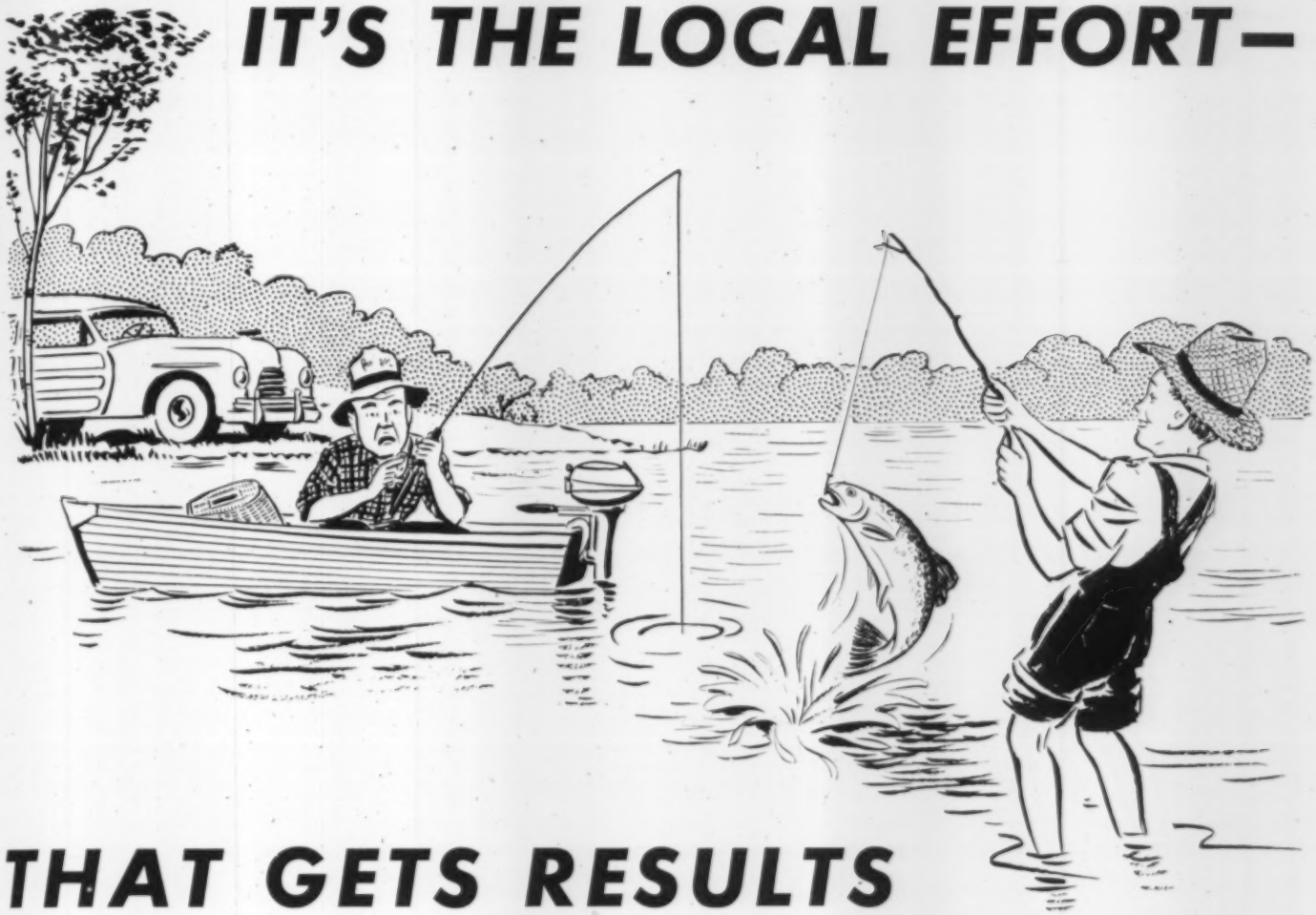
A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

IT'S THE LOCAL EFFORT—



THAT GETS RESULTS

What you take out of a market is in proportion to what you put into it in continuous local sales effort. In New England's many markets there is no better way to accomplish this than through the local and friendly influence of Yankee home-town stations.

That way you have at once the most important selling requirement — an aggressive local salesman everywhere. You are sure of blanketing the entire service area of each station, reaching a greater percentage of homes throughout the area.

New England has 24 of these Yankee home-town stations. In fact, radio coverage that conforms to the whole pattern of New England population and buying power is available exclusively through the Yankee Network.

With Yankee you can have more local impact in more markets — equally adequate coverage everywhere — more complete coverage of New England as a whole.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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Closed Circuit

DANCER - FITZGERALD - SAMPLE, New York, planning spot campaign for General Mills promoting cake-mix and Cheerios.

IT MIGHT be regarded as legislative miracle but informed observers see chance of passage at this session of McFarland Bill (S 1973) to reorient FCC's functional operations to expedite action. Horseback opinions of most observers were favorable to bill, itself constituting precedent on radio legislation. Even with less than two months remaining, it's felt Congress could hustle bill through if there were no serious dissents.

LATEST switch in top network names involves probable shift of Horace Heidt under Philip Morris sponsorship from NBC to CBS. Top slot Sunday nights indicated. Biow agency reports simply that matter is being discussed and shift has not been consummated.

RAYVE SHAMPOO, product of Lever Bros. Pepsodent division, lining up AM spot daytime campaign through Needham, Louis & Brorby, Chicago. Original roster of 54 markets expected to be reduced.

BOB HOPE unsuccessful in obtaining approval of Lever Bros. to tape last few shows this season. Although a Young & Rubicam executive termed current relationship between star and client "amicable," he foresaw possible difficulty in fall if Hope isn't granted permission to tape shows.

DEAL NEAR for sponsorship by Southern Baptists of 8-8:30 a.m. Sunday broadcasts on Mutual southern stations.

FCC's self-initiated reorganization plan isn't as dead as official silence indicates. Apart from new McFarland Bill proposals (story page 23), FCC again has been actively considering reorganization, with current talk centering on functional staff setup (along McFarland Bill lines) rather than panelizing of FCC itself (which McFarland Bill also proposes). Three divisions would be created, to be headed by director or administrator who would have control over all activities other than high policy.

JUDGING by wishes of NAB district directors, Judge Miller may drop idea of attending only part of district meetings scheduled in autumn. Directors said to desire his presence at all meetings in view of rising pressure of NAB problems and general business situation.

CHAIRMAN COY's future still intrigues radio officialdom as well as industry. They're betting even money now that (1) he will accept presidency of Television Broadcasters Assn. if necessary funds are raised for full-blown Washington trade association operation; (2) he might be inveigled into accepting Under-Secretaryship of State if James E. Webb, his close friend and former Budget Bureau colleague, resigns to accept chair at U. of North Carolina.

YOU CAN take it or leave it but observers in

(Continued on page 74)

Upcoming

June 6: NAB board membership subcommittee, NAB Hdqrs., Washington.
June 6: AFM 52nd annual convention, San Francisco.
June 7: NAB FM Executive Committee, NAB Hdqrs., Washington.
June 11: Wisconsin-Upper Michigan Sales Managers Assn., Plankinton Hotel, Milwaukee.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

(Other Upcomings on page 49)

Bulletins

MILES LABS has renewed both AM and TV *Quiz Kids* for 52 weeks on NBC. AM program, which suspends for season June 19, will reopen Sept. 11, 2:30-3 p.m. (CST), half-hour earlier than during year just ended. TV program, which was on at 8 p.m. up until May 24, will resume Sept. 7 on 9-9:30 p.m. schedule. TV will be on NBC's inter-connected network, which is expected to embrace 22 stations. *Quiz Kids* is Louis G. Cowan production. Wade Advertising, Chicago, is agency.

WTCN-TV Minneapolis-St. Paul becomes CBS-TV affiliate July 1, bringing to 41 network's total. Station on Channel 4, with 17.9 kw visual and 9.2 kw aural power. WTCN-TV also primary ABC and DuMont affiliate.

MILLER JUMPS ON FCC FOR 'VAGUE' DECISION

NAB President Justin Miller, in Friday comment on FCC's Mayflower decision (story page 23), slapped down Commission for "vague and wandering" ruling. Text of his comment:

The FCC has issued a report which says broadcasters may editorialize over their own facilities. The Commission, in other words, has confirmed "at long last" the opinion of the NAB that the dicta contained in the Mayflower decision represented an unwarranted invasion of freedom of speech.

This is the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago. It is true that the Commission's action does not in terms reverse the Mayflower case. Nevertheless, it nullifies the uncertain language and faulty reasoning contained in that decision.

The concurring observations of Commissioner Jones with respect to the gobbledygook woven into the Commission's majority report demonstrates the danger of establishing policy through the use of dicta.

Now that the broadcasters' right to free speech has been recognized by the FCC, I suggest that broadcasters be clearer and more specific in their editorializing than the Commission has been in this vague and wandering report—or they will fail to fulfill the Commission's new dicta concerning "the right of the public to be informed (fairly)."

HONOR PALEY, BERLE

WILLIAM S. PALEY, chairman of CBS board, and Milton Berle, comedian, will be given Barnum award, for network operations and television, respectively, by New York Public Relations Committee, co-chairmanned by Dick Pack, WNEW, and Hal Davis, Kenyon & Eckhardt, in connection with Barnum centennial to be held June 8 in Bridgeport, Conn.

Business Briefly

SYLVANIA AGENCY ● Sylvania Electric Products, New York, has appointed Kenyon & Eckhardt, New York, to handle advertising for its first line of television sets which will be marketed Oct. 1. Other Sylvania products handled by Newell-Emmett Co., New York.

ARAKELIAN NAMES ● K. Arakelian Inc., Madera, Calif. (Mission Bell wine), names Young & Rubicam, New York, as agency.

RALSTON RENEWAL ● Ralston-Purina Co., St. Louis (Feed Division), renews *Checkerboard Jamboree* fourth consecutive year on 200 MBS southern stations, Mon.-Fri., 1:45-2 p.m. Agency, Brown & Bowers, Nashville.

RCA DECLARES DIVIDEND

RCA declared dividend Friday of 87½ cents per share on $3.50 cumulative first preferred stock for period April 1 to June 30. Dividend payable July 1 to holders of record June 13. Announcement made by David Sarnoff, RCA board chairman, following meeting of board.

SILVERNAIL SAYS SPOT SALES 'BIG AS EVER'

KENTUCKY STATIONS were urged Friday by Lt. Gov. Lawrence Wetherby to accept responsibility of editorializing on all questions of public policy in line with FCC's Mayflower decision repealer. Addressing Kentucky Broadcasters Assn. in Louisville, Gov. Wetherby said stations should not hesitate to criticize or praise administration.

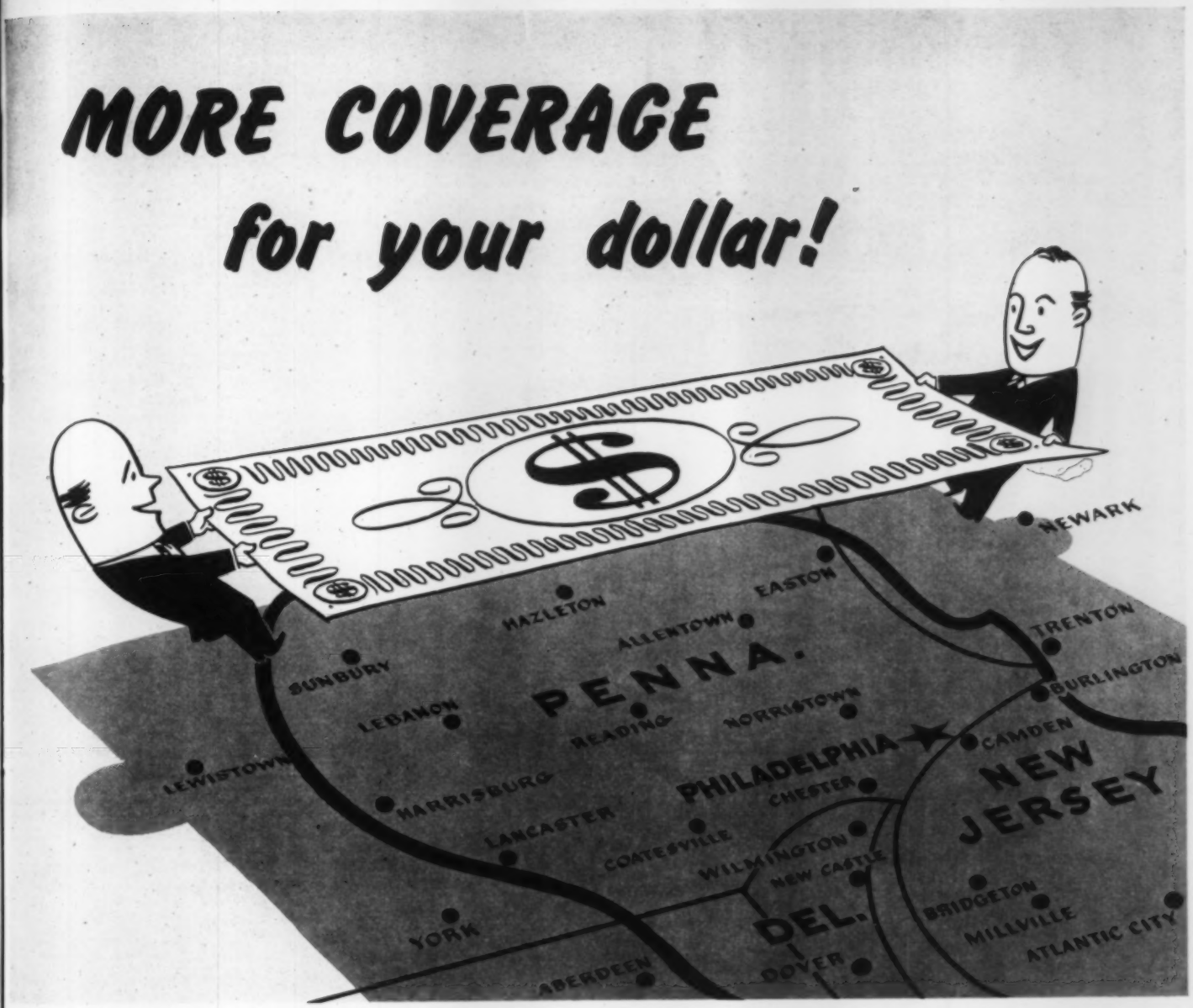
Frank Silvernail, chief timebuyer of BBDO, New York, said his agency's spot business is "just as big as ever, and gives no indication of slipping off." Most older stations have just as good business as prewar, he said. Tipping stations on what agencies want, he said they love BMB, Hooper and Conlan. He urged small stations to go out for local business, explaining that no station is safe unless 35% of its revenue is local.

In question-answer session, Mr. Silvernail said industry wants BMB or some basic coverage data. He thought station representation lists should be shorter for more effective selling. Any station that takes PI business is "nuts," he declared. Package deals, deviating from card rates, are in same category as PI, he said, and stations can "package themselves into bankruptcy." Rate card packages, however, he characterized as ethical.

Harry W. Schachter, Louisville department store executive and president of Committee for Kentucky, told of success of *Wake up Kentucky* campaign, ascribed to radio and to WHAS Louisville, which originated Peabody Award winning program, large measure of success for project.

Roundtable on sales and sales problems Friday afternoon had this panel: W. T. Isaac, WHIR Danville, chairman; J. W. Betts, WFTM Maysville; Fred Bullard, WKIC Hazard; Kathryn Peden, WHOP Hopkinsville; Kenneth Z. Turner, WNBS Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WKAY Glasgow.

MORE COVERAGE for your dollar!



• KYW, the 50,000-watt NBC outlet in the nation's third market, *always* has delivered a huge and receptive audience.

Now, KYW gives you *more coverage than ever before!* Thanks to a new, super-efficient antenna system including 465-foot towers, the KYW signal now comes in *stronger and better*.. especially throughout the populous areas west and southwest of Philadelphia. This *added* coverage costs you nothing! For details on this expanded coverage pattern, contact Harvey McCall at KYW, or Free & Peters.

PHILADELPHIA • 50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WFDF RECEIVES TWO AWARDS WITHIN NINE MONTHS

● WFDF recently received the Alfred P. Sloan radio award for highway safety as national recognition for outstanding public service during 1948. This is the second award given to WFDF for *locally produced and sponsored* radio shows within a period of nine months! The first award was conferred by Billboard magazine for the Easter Bunny Show sponsored by a local department store.

We're honored at having been selected as recipient of the Alfred P. Sloan award . . . proud that WFDF is providing not only entertainment and enjoyment to its radio audience—but also is effective as a voice in the activity of public service. In this case, radio played an important part in the promotion of interest in highway safety.

Shown in this picture, left to right, are Mr. Robert C. Homady, Secretary and Treasurer of Homady Brothers, holding the sponsor's Certificate of Merit; Mr. George C. Mann, Jr., of AC Spark Plug Division of GM, congratulating (on behalf of Mr. Sloan) Sgt. Wilburn Legree of the Singing Cop Program, while Mr. Lester W. Lindow, General Manager, WFDF, displays the plaque awarded the station.

910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Mayflower Ruling Overridden 23
McFarland Introduces FCC Revamping Bill 23
P & G Realigns Daytime Schedule 24
NAB Assures BMB Study Completion 25
Gill Surveys AM Listening in TV Homes 25
Bekins' Best Buy is Radio 26
McCray Succeeds Dyke at NBC 27
ABC Dismisses 80 27
Bright Ad Future, AFA Finds 27
WORL Finally Ceases 28
Research Firms Reviewed 28
Color TV Demonstrated 30
ASCAP TV Rights Agreement Seen 30
'Voice' Fund Decrease Urged 54
Pro Eagles Ban Video 57

DEPARTMENTS

Agencies	16	On All Accounts	10
Allied Arts	70	Open Mike	14
Commercial	55	Our Respects to	40
Editorial	40	Production	66
FCC Actions	58	Programs	57
Feature of Week	10	Promotion	68
Film Report	34	Radiorama	11
Management	46	Technical	70
Milestones	64	Telestatus	36
Network Accounts	20	Upcoming	49
New Business	20		

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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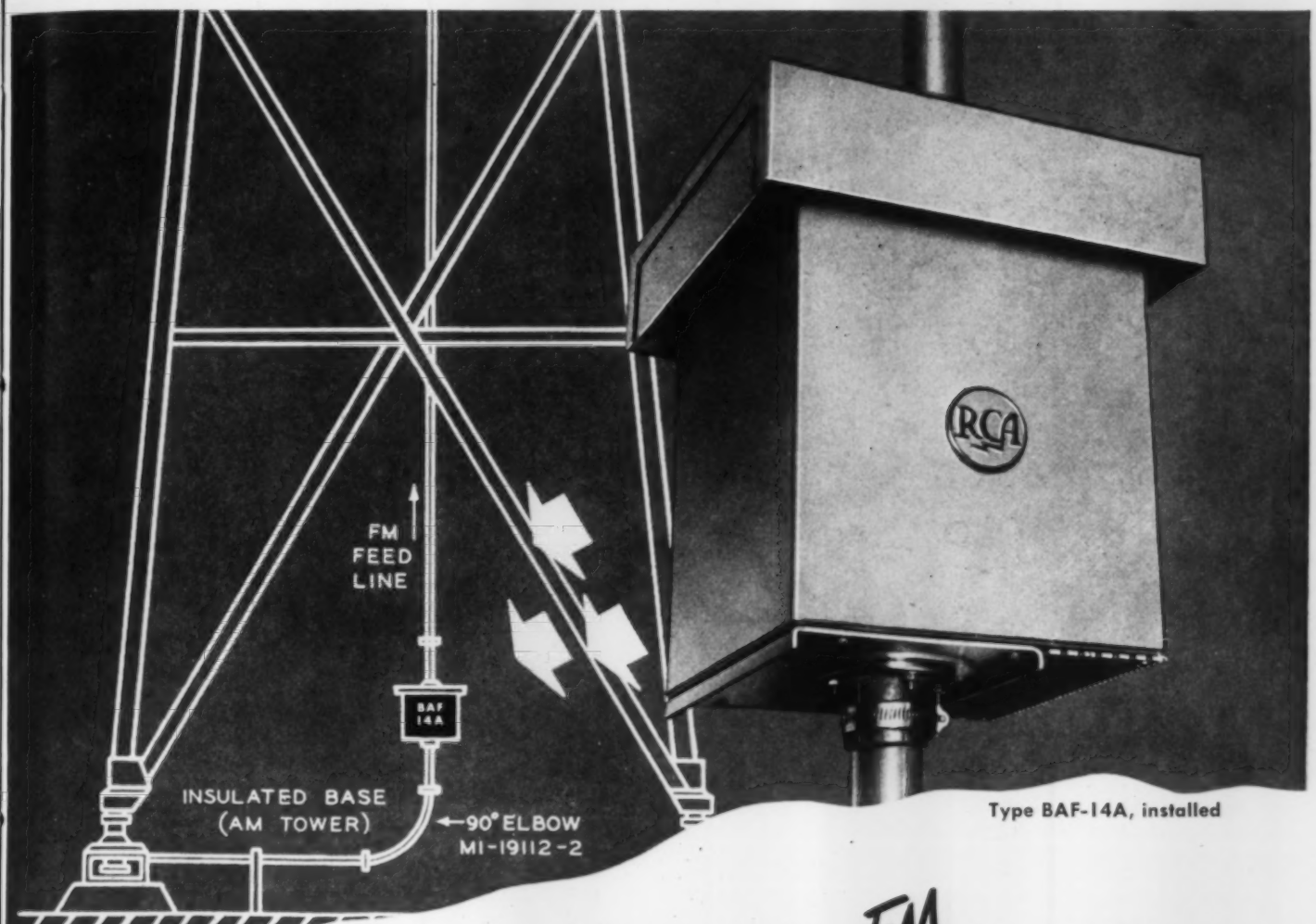
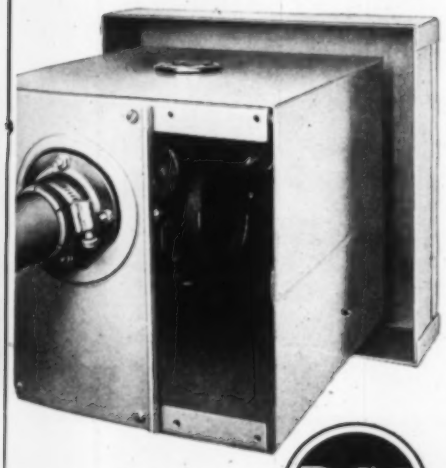
Subscription Price: $7.00 Per Year, 25c Per Copy



Type BAF-14A, installed

. . . isolates the FM feed from your AM tower . . . the easy way

Close-up view of the BAF-14A with the shield removed.



New design—New low price*

● The new RCA Type BAF-14A Isolation Unit enables you to transfer FM power effectively across the insulating zone of your AM tower . . . *and makes it possible to completely isolate the FM and AM signals from each other.* The unit maintains a low standing wave ratio on any FM channel and has minimum effect on AM tower impedance. Type BAF-14A will handle up to 10 kilowatts of FM power—with AM base insulator voltages up to 14 kv, peak!

In this Isolation Unit, two series-resonant circuit loops are coupled to each other in such a way as to provide excellent band-pass characteristics over the range of 88 to 108 Mc. Each circuit connects directly to its respective input or output transmission line—terminating in an end-seal. Provision is made to carry the gas pressure line across the unit.

It's a simple matter to connect up the BAF-14A . . . *because the input and output terminals are both equipped with special swivel flanges that eliminate expensive special coaxial fittings.*

Built in a weatherproof metal box, only 12" x 12", the BAF-14A Isolation Unit is delivered ready to go. No tuning or adjustments to go through after installation.

Ask your RCA Broadcast Sales Engineer how the BAF-14A can solve your tower coupling problem. Or write Dept. 19FA, RCA Engineering Products, Camden, N. J.

*Ask your Broadcast Sales Engineer

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"POWDER OR TABLET, YOUR CHOICE YOU SEE, SO TAKE YOUR CHOICE, BUT TAKE BC"

BC has been easing the headaches of millions of Americans for a great many years.

BC uses Spot Radio which has been easing the headaches of sales and advertising heads for a long time too.

BC offers a choice—powder or tablet. And Spot Radio offers a choice too—a choice of markets, stations, times, frequency . . .

What's your sales headache? Spot Radio, taken as directed, can cure it. We would like to think that we'll B-C-ing you in Spot!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Feature of the Week

Duluth youngsters watch KDAL puppet show.

* * *

KDAL Duluth, Minn., has made effective use of puppet shows to promote its station personalities. An estimated 5,000 people watched the 14-minute KDAL puppet show every day during the Third Annual Duluth Home Show, the station reports. Fifteen shows were presented daily.

The puppets, caricatures of KDAL's local stars, were synchronized with the transcribed voices of KDAL personalities they represent. They played violins, guitars and pianos from a studio setting. Everything from lights to a curtain was built into the puppet set by KDAL engineers.

Trav Bayly was m. c. of the

(Continued on page 67)

On All Accounts

FORTNIGHT ago two Chicago newspapers—both with radio stations of their own—carried stories commending a third outlet. And, of all things, an FMer.

A *Tribune* headline carried the call letters—WXRT—boldly on a story by its veteran radio editor, Larry Wolters. Sam Lesner, who writes radio for the *Daily News*, gave the station prominent notice in his column as well.

The reason for this uncalled-for respect was that WXRT (sister station of WSBC, proud Chicago foreign language station)—independent in its programming since it took the air last August — had announced it would become the Midwest's first all - classical commercial station on Memorial Day.

But it wouldn't go begging. General Manager Robert Miller already had a pocketful of retail accounts.

ROBERT

WXRT was the first Chicago FM station to take the air with an in-store broadcasting service, offering music and commercials to a large food store chain. The operation was begun last August and seemed to be successful. But Mr. Miller pointed out that the store broadcasting service made it difficult to attract a "significant outside audience" and to build the station along "fundamental" lines.

He noted that WXRT's evening programs, which all along had been featuring only classical music, had one of the largest and most enthusiastic FM audiences in the whole Chicago area. Two independent surveys, conducted five months apart, showed the station to have a larger audience than any other commercial FM outlet. Mail was coming in at such a rapidly increasing rate that its mailing list had increased in three months from less than 500 requests to more than 5,000.

Other significant factors were the overwhelming approval of the programming, not only by individuals but by organized groups of "good music" lovers. Two universities made WXRT required listening in their music schools. Semi - professional groups and individual performers listened to the station in preparation for their own concerts and recitals.

So Mr. Miller decided to abandon completely its occasional cocktail-lounge selections and convert 100% to the classics.

"Since the future of any radio station depends upon the ultimate

(Continued on page 67)

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

for
NETWORK
CALIBRE
PROGRAMS
... at local station cost

See your station representative or write
LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

IN Chicago on way to West Coast, Hugh Feltis (center), KING Seattle mgr. and former BMB pres., is greeted by (l to r) Bernice McTaggart, J. Walter Thompson; J. R. Fishburn, Walker Co.; Ed Fitzgerald and Sylvia Rutt of JWT.

GROUND is broken for WSYR-TV Syracuse, N. Y., by Col. Harry C. Wilder, president of WSYR. Taking part in the ceremony are (l to r): E. R. Vadeboncoeur, vice president of WSYR; A. G. Belle Isle, WSYR chief engineer; Col. Wilder, and W. Roy Austin of Funda-Austin Construction Co., Syracuse, firm erecting the building. WSYR-TV plans to be on the air with network service by mid-fall. The station will operate on Channel 5 (76-82 mc).

MEDAL awarded to the late Wm. H. Johns (portrait) as first AAAA pres. is given to assn. by his son, John Johns (l) of BBDO. Accepting are Clarence Goshorn (center), Benton & Bowles, 4A's chairman; Frederic Gamble, 4A's pres.

ARRANGEMENTS for 1949 co-sponsorship of Portland (Ore.) Beavers baseball games on KWJJ Portland by Lee Cosart Motors are made by (l to r) Wm. Mulligan; Beavers mgr.; James Emmett, Butler-Emmett Adv.; Lee Cosart.

CONTRACTING for 30 15-minute programs weekly over WVNJ Newark, N. J., is Walter Shirley (r), pres. Mastic Acres Inc., Long Island realty development. WVNJ Mgr. Ivan Newman welcomes new sponsor. Agency, Flint Assoc.

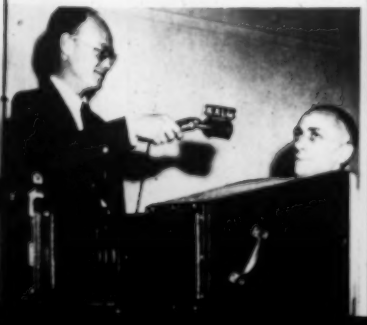
CONTRACT for National Furniture Co., Asheville, N. C., backing baseball games on WLOS-FM Asheville is set by (standing l to r) Ed Brandt, Charles Britt, Ken Beachboard, WLOS; (seated) Harold Shipley, National.

PURCHASE of two RCA transmitters, 50 kw for WNOE New Orleans and 5 kw for KNOE Monroe, is completed by (l to r) James Gordon, WNOE general manager; James A. Noe, WNOE-KNOE owner; F. J. Kelley of RCA, and Robert W. Dumm, manager of KNOE.

U. S. EDITIONS of works by Brazilian composers are presented to Pres. Dutra of Brazil (2d from l) by Carl Haverlin (2d from r), BMI pres. Others taking part are (l to r) Herbert Akerberg, CBS; James Wallen, MBS; Joseph McDonald, ABC; Wm. S. Hedges, NBC.

CHECKING Camels' sponsorship on KTSL (TV) Los Angeles are (l to r) Bill Symes, KTSL sports dir.; Kendall Foster, Wm. Esty Co., agency; Bob Hoag, KTSL sales manager.

TELLING listeners how it feels to get an X-ray, Homer Stenersen of KXLQ Bozeman, Mont., is interviewed by KXLQ Pres. Ernest Neath (with mike) during broadcast from X-ray unit.

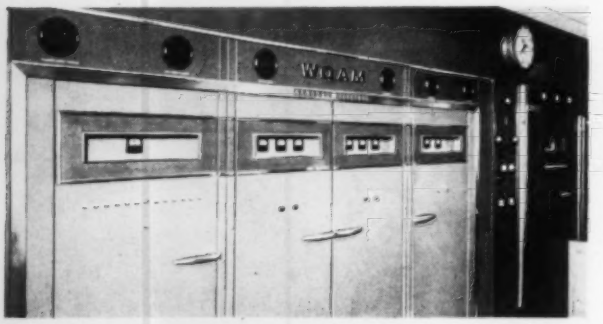


WELCOMING Don McNeill (l), ABC *Breakfast Club* m.c., to New York where troupe broadcasts for two weeks is Robert E. Kintner, executive vice president of ABC.

One dozen reasons

why you can depend on this General Electric

5-KW AM TRANSMITTER



WQAM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter (left), monitor rack, G-E 10 kw FM transmitter (background).

WDAE—TAMPA—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).

WNAX—YANKTON—On the air since 1926, this South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.

1 Spare Tube Switching. A distinctively *new* feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

2 Variable Loading. To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

3 Low Installation Cost. Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4 Blower Externally Mounted. The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

5 **Comprehensive Supervisory Control Circuit.** Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

6 **Carrier Trip Circuit.** A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

7 **Improved Crystal Oscillator Circuit.** This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

8 **Double Safety.** Automatic mechanical grounding switches *plus* door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

9 **Day-Night Power Reduction.** Power can be reduced to 1 kw at the flick of a switch!

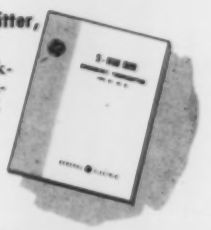
10 **Long-Scale Meters.** 240 degrees long—they give *better* reading accuracy. Your engineer will find them easy to read from his console position.

11 **Front-of-Panel Tuning Controls.** On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

12 **Easy Conversion to Higher Power.** This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE

Yours for the asking—a booklet giving complete specifications and features of the G-E 5 kw AM transmitter, Type BT-22-A. *General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.*



You, too, can put your confidence in—

GENERAL ELECTRIC

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Top Tradepaper

EDITOR, BROADCASTING:

. . . Yup—BROADCASTING is really and truly the tradepaper I read most.

Wm. Doty Edouarde
Badger and Browning & Hersey Inc.
New York

* * *

Rayon Facts

EDITOR, BROADCASTING:

Your May 2 editorial comments regarding our Educational News Service have just come to my attention. . . . There are several things which I feel you should know about this program. . . .

In the first place, we couldn't possibly participate in your "P. I." racket since radio's listeners can't even buy our products. We make rayon yarn, which is sold only to mill customers. The finished rayon fabrics or apparel don't even carry our yarn identification. . . .

Rayon is the second most widely used textile fiber today. Because of this, fashion editors, woman's page editors, and broadcasters on daytime radio programs naturally find themselves making constant references to rayon in reporting on new fashion and interior decorating trends. In trying to give useful facts about buying and caring for rayon, however, these people have been greatly handicapped by the fact that very little up-to-date and accurate information has been available to them since rayon is still one of our *newest* textile fibers.

Actually, rayon has developed so rapidly in characteristics and methods of care that textbooks and other information sources have not been able to keep up with it. . . .

We therefore started our Educational News Service six years ago in an effort to provide editors and educators with correct and up-to-date facts about rayon. . . . We do not use our News Service as a substitute for advertising. We use it simply to provide facts about rayon to those people who will be writing or talking about it frequently in the normal course of their work—writers who are anxious to see that misinformation is replaced by factual information—whether the subject they are talking about be rayon, wool, cotton or atom bombs.

Charles W. Rice Jr.
Advertising Manager
American Viscose Corp.
New York

* * *

Serves Hollywood

EDITOR, BROADCASTING:

. . . May I . . . take the liberty of complimenting you on the services rendered the Hollywood radio and television scene. . . .

Robert D. Hussey
Young & Rubicam
Hollywood

* * *

Welcome Relief

EDITOR, BROADCASTING:

Your CLOSED CIRCUIT item anent "Phony Stories about what FCC is alleged to be doing," came as a welcome analgesic!

I can't possibly reconcile the story by a contemporary publication that "FCC Will Retain Ban on Editorializing," to what I believe to be the facts. The extremists responsible for such ill advised dicta as the "Mayflower Doctrine" have long since left the FCC. It was one of the problems that both the industry and the present members of the FCC inherited from the latter's predecessors.

Were the decision left to certain members of the legal department, no doubt the ban would be retained, but fortunately they only write the decisions instead of making them. I think we can look forward with confidence to a fair decision.

Rex Howell
Managing Director
Western Slope Broadcasting Co.
KFXJ Grand Junction, Col.

* * *

Experience, Where?

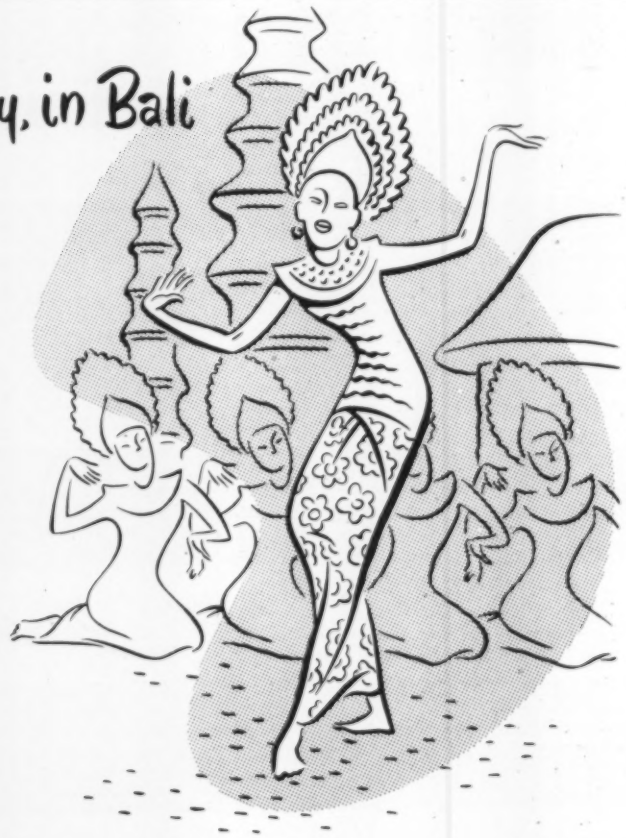
EDITOR, BROADCASTING:

. . . Thanks to the study conducted by Robert J. Williamson Jr. on the subject "Qualifications for Program Department Personnel," I am now going to go to the nearest hardware store to be fitted with a tailor-made shovel. (I understand they are going to widen the Panama Canal). In the meantime I (and many others) who have recently completed a 72 week course in television programming and production can now do a very smooth dissolve into the surrounding scenery. . . .

. . . Mr. Williamson hit the nail right on the head. NO EXPERIENCE!! And what's more he found the answer by sending a five-part, four page questionnaire to 95 stations in and around his neck of the woods. Now Mr. Williamson ought to write a sequel to his thesis, one entitled "How To GET

(Continued on page 18)

You're up an alley, in Bali



Those native dancers are swell —but that still leaves you up an alley for sales. . . So take a look at these market figures in WSIX's 60 BMB counties—that is the rich Nashville trade area where 1,321,400 people spend more than $654,888,000 in retail outlets each year. . . . WSIX can get your share of this volume and there'll be no blind alleys either.

Look to WSIX and Nashville now!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

"Put your message where the money is," ... said Mr. Jamison

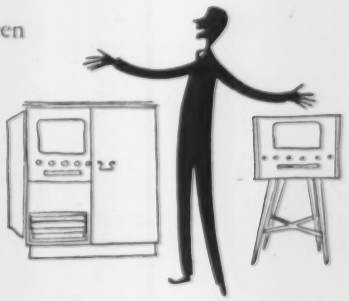
Our man Jamison was talking to his friend Advertiser Y, who, like all good businessmen, is of a mercenary turn of mind.

Advertiser Y sells a high-priced item...expensive costume jewelry, to be precise, which appeals only to certain tastes and never to uncertain pocketbooks.

"Large cities, where they do a lot of dressing up and spend freely for handsome baubles, are your primary markets, my friend," said Mr. Jamison. "And Spot Radio and Television are your primary media. Put your message where the money is!"

Mr. Jamison's advice applies to a lot more than costume jewelry. Though all markets are not as highly selective as Advertiser Y's, most of them are selective enough to make the careful use of Spot Broadcasting an intelligent advertising choice, indeed.

For years Weed and Company has been helping intelligent and successful advertisers—via Spot Broadcasting—to put their message where the money is.



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

OPEN LETTER TO MEMBER STATIONS, BROADCASTERS PROGRAM SYNDICATE

Agencies

MAURICE H. NEEDHAM, president of Needham, Louis & Brorby, elected president of Chicago Better Business Bureau.

MARY DUNLAVEY, for past four and a half years with Pedlar & Ryan, New York, joins Newell-Emmett Co., New York, as a timebuyer of radio and television. Prior to her association with Pedlar & Ryan, Miss Dunlavey purchased radio time for Lever Brothers and Pall Mall through Ruthrauff & Ryan.

FRAN HARRIS, television director at Ruthrauff & Ryan, Chicago, moves to agency's Hollywood office July 5.

DOUGLAS T. ADAMS, formerly assistant account executive at Paris & Peart, New York, joins control department of Kudner Agency, New York.

SAMUEL WIEDER joins copy department of Lewis & Gilman Inc., Philadelphia.

ANGELA F. HONNEY, formerly with John C. Dowd Inc., Boston, joins copy staff of Weightman Adv., Philadelphia.

SHEPHERD MEAD, head of radio copy department at Benton & Bowles, New York, is author of *The Magnificent MacInnes,* a satire on the "pollsters," with particular reference to their activities in field of advertising, to be published by Farrar, Straus & Co., New York, July 20.

A. D. ADAMS, former advertising-sales promotion manager for Air King Products Co., announces formation of his own advertising and public relations company, A. D. Adams Adv., 24 Stone St., New York.

JOHN DRYER, account executive on Union Oil account for Foote, Cone & Belding, Los Angeles, is the father of a girl, Diane.

M. EVANS RICHMOND Adv. Agency, Philadelphia, moved to 1518 Walnut St., with new telephone number, listed as Pennypacker 5-2334. Agency also maintains offices in Boston and Hollywood.

EUGENE J. COGAN resigns as media director of Geyer, Newall & Ganger, New York. **CHARLES A. BROCKER,** vice president in charge of operation, has temporarily assumed post, which he held prior to his present position. Mr. Cogan's plans, and permanent successor to his post will be announced shortly.

BENNETT, PETESCH & O'CONNOR changed its corporate name to Petesch, Hecht and O'Connor, effective June 1. No change in control or firm officers took place, as **ALBERT S. HECT Jr.** replaced **RICHARD BENNETT** as an executive and board member last August.

WILLIAM MORRISSEY, formerly with Albert & Frank-Guenther Law copy department, joins Fletcher D. Richards Inc., New York, in same department.

CHECKING over Lionel the Lobster and his pal just before the annual lobster party staged in Toronto by CKCW Moncton, N. B., are (l to r): Lou Phenner, president, Bureau of Broadcast Measurement of Canada, and head of Canadian Cellucotton Products; Shirley Oakes, timebuyer, and David Lowen, radio director, Reynolds Advertising Agency, and W. J. Frost, Toronto manager, Kenyon & Eckhardt. More than 200 agency radio people and advertisers attended.

BROADCASTERS PROGRAM SYNDICATE
UNDER DIRECTION OF
BRUCE EELLS & ASSOCIATES
2217 MARAVILLA DRIVE. HOLLYWOOD 28 CALIFORNIA
TELEPHONE HOLLYWOOD 5869

June 6, 1949

TO ALL BPS STATION MEMBERS:

A thousand thanks for the volume of heart-warming messages congratulating us on the big "windfall!"

Rather than thank you individually, we want to say - in this open letter - that we are just as thrilled and happy as you are. Thanking you in an open letter also gives us an additional opportunity to let hundreds of non-member stations - which will inevitably join our ranks - know about the "windfall" we are sharing, and which awaits them, too.

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 73 additional transcribed program series (in every category) -- totalling over 3300 sides -- over 800 hours -- original talent costs of which exceeded $1,000,000 -- for pressing costs only! The term is more than apt!

Our acquisition of this tremendous group of proven shows for exclusive use of Broadcasters Program Syndicate members constitutes the largest single transaction in the 20-year history of the transcribed program industry. A great tribute to the great purchasing power of station operators working together!

Full details on the shows and complete information has just been sent to every non-member station eligible for membership (from a standpoint of coverage over-lap). It's all pretty fabulous, and we'll expect your assistance in eliminating that "too good to be true" feeling it could inspire in non-member station men who might not realize the full significance of the information sent them - unnecessarily delaying their own profit potential.

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Eells

Open Mike

(Continued from page 14)

EXPERIENCE for Qualifications for Program Department Personnel."

. . . Sorry, I'm just a guy who would rather marry a television job than Hedy Lamarr. . . .

A. A. Wisgardie
4875 N. Magnolia
Chicago

* * *

Terminiello Case

EDITOR, BROADCASTING:

No case which the U. S. Supreme Court has decided in recent years has been so completely misunderstood and misinterpreted as the Terminiello decision handed down by the Court on May 16. . . . Even BROADCASTING missed the point. The decision has no bearing upon the Shuler case.

Arthur Terminiello was fined $100 under a "breach of peace" statute for a violent and intemperate speech which he had made and which resulted in outbreaks of violence. . . . The trial judge gave lengthy, detailed and voluminous instructions [to the jury] as to what constitutes a "breach of peace," which included the following 17 words:

. . . stirs the public to anger, invites dispute, brings about a condition of unrest, or creates a disturbance.

. . . The majority of the Court reversed the conviction on the sole, specific and limited ground that the statute, as defined by the 17 words quoted above, was unconstitutional. Certainly no one, irrespective of his own social, economic or political views, can take exception to the majority's opinion that one who "invites public dispute" cannot be said to be breaching the peace. Nor can one seriously argue that the statute, as interpreted by the judge, was not unconstitutional.

. . . Justice Jackson [in a dissenting opinion] urged that the conviction should be affirmed because the overall charges which the trial judge made to the jury must have left the jury with the notion that if the words spoken by Terminiello were "fighting words," then, and only then, would a breach of peace have occurred.

I feel confident that the five justices who reversed the conviction did not intend to indicate that "fighting words" were no longer a breach of peace or that the First Amendment to the Constitution unlimitedly protected words which incite people to violence. . . .

Marcus Cohn
Attorney
Washington, D. C.

* * *

Behind FM

EDITOR, BROADCASTING:

. . . BROADCASTING has always been behind FM. . . .

You can't realize how much we FM operators appreciate all you and your staff have done and are doing to promote FM.

Graeme Zimmer
Radio Director
WCSI-WENI Columbus, Ind.

* * *

Radio's Selling Job

EDITOR, BROADCASTING:

Of equal importance to the selling job radio must do to prospective clients . . . is the job it must do to sell itself. . . .

. . . A more determined effort should be made by all departments to plug radio as an equal of newspapers in dependability, reliability and effectiveness.

Ray Cheney
Program Director
WCSS Amsterdam, N. Y.

* * *

A Bright Saying

EDITOR, BROADCASTING:

Something happened today that made me realize anew just how much your magazine means to the broadcasting industry and to the people associated with radio.

My father [Rev. C. R. Bright, minister of The First Methodist Church] had just returned from the Post Office and I greeted him with the question, "Any mail?" To which he replied, "Yes, your Bible," and handed me this week's issue of BROADCASTING.

. . . During the past three years, while I have been away from active participation in radio trying to regain my health, BROADCASTING has been the medium to keep me in touch with my first love.

. . . We all depend upon BROADCASTING each week to keep us informed.

Harry G. Bright
Welch, W. Va.

[Editor's Note: When a minister calls BROADCASTING a "Bible" — that's news.]

* * *

Must Reading

EDITOR, BROADCASTING:

. . . No matter how busy I am I always find time to read BROADCASTING. . . . Without a question . . . it is the one publication in the radio field that . . . I must read if I am to keep current and abreast of trends, new ideas, general news, etc.

Chester L. Riedemann
Sales Representative
WTCN Minneapolis

* * *

'Essential Item'

EDITOR, BROADCASTING:

. . . Dollars are very short, and can only be used for very essential items. . . . Hence my subscription was renewed. . . . You see, BROADCASTING and TELECASTING is a "must" in this office dollars or no dollars!

B. M. Butcher
Manager, Radio Div.
Central Advertising Ltd.
Johannesburg, South Africa

THE BRANHAM COMPANY

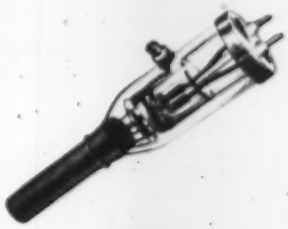
representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	RADIO
WMOB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas
WSAZ-TV	Huntington, W. Va.

212E



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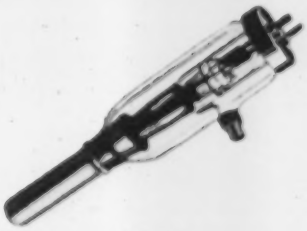

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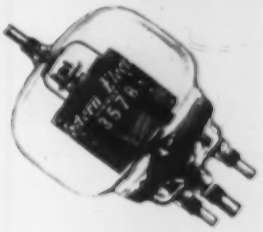

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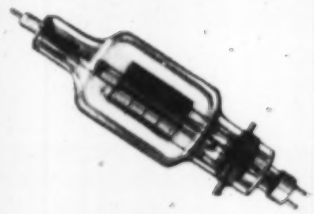

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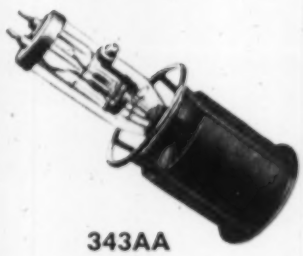

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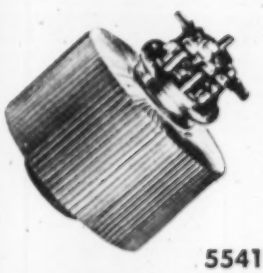


5541

Stay on the air...
with Western Electric tubes

SINCE the early days of the broadcast industry, Western Electric electron tubes designed by Bell Telephone Laboratories have set the pace for quality performance and long operating life.

Western Electric's line of power tubes and rectifiers for AM and FM includes many codes that have proved their dependability in stations from coast to coast.

For full information on Western Electric power tubes—now being made for Western Electric by Machlett Laboratories—call your local Graybar representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

—QUALITY COUNTS—

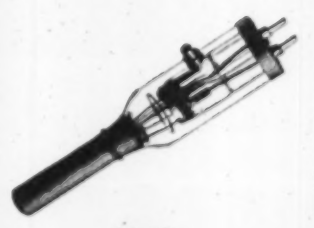
Western Electric

Distributed by Graybar — Offices in 100 Principal Cities

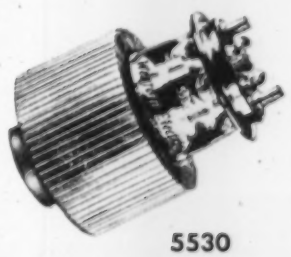
DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

Western Electric's line of high power transmitting tubes includes:

212E	Air cooled triode, 275 watts
220C	Water cooled triode, 10 kilowatts
220CA	Forced-air cooled triode, 5 kilowatts
222A	Water cooled high vacuum rectifier, 25 kv. inverse voltage
228A	Water cooled triode, 5 kilowatts
232B	Water cooled triode, 25 kilowatts
232BA	Forced-air cooled triode
233A	Water cooled high vacuum rectifier, 50 kv. inverse voltage
236A	Water cooled triode, 20 kilowatts
240B	Water cooled triode, 10 kilowatts
241B	Air cooled triode, 275 watts
251A	Air cooled triode, 1000 watts
255B	Mercury vapor rectifier, 20 kv. inverse voltage
270A	Air cooled triode, 350 watts
279A	Air cooled triode, 1200 watts
298A & B	Water cooled triode, 100 kilowatts
308B	Air cooled triode, 250 watts
340A	Water cooled triode, 25 kilowatts
341AA	Forced-air cooled triode, 5 kilowatts
342A	Water cooled triode, 25 kilowatts
343A	Water cooled triode, 10 kilowatts
343AA	Forced-air cooled triode, 5 kilowatts
357B	Air cooled triode, vhf, 400 watts
363A	Air cooled pentode, vhf, 350 watts
379A	Air cooled triode, 1200 watts
5530	Forced-air cooled triode, vhf, 3 kilowatts
5541	Forced-air cooled triode, vhf, 10 kilowatts



220C



5530

298A

342A

The Patroon* of the week

CAROL PEREL
Radio & TV Buyer
Arthur Meyerhoff & Co.
Chicago

Three years ago, before joining Meyerhoff, Miss Perel was "talent", conducting her own radio show. Even now, she does some writing and producing for the agency. Welcome to the fold. The William G. Rambeau rep today presented Miss Perel with her Patroon membership scroll and the deed to a tract of "Patroon-land".

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Advertisers' success stories are proof positive that WPTR delivers:

- **Sales, not tales**
- **Orders, not oratory**
- **Customers, not claims**

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

SIGNAL OIL Co., Los Angeles, planning first venture into television at end of June with one minute film spots on about four Los Angeles stations. Spots to total approximately 40 over two to four week period. Agency: Barton A. Stebbins Adv., Los Angeles.

R. B. DAVIS Co. (Davis baking powder and Swel, new chocolate frosting and fudge product) Hoboken, N. J., appoints Duane Jones Co., New York, to handle advertising. Media plans are not yet set, but radio is being considered. Firm appoints Brisacher, Wheeler & Staff, New York, to handle advertising for Cocomalt.

BUDGET PACK, Los Angeles, for Jells Best (gelatin dessert) and Cools Best (concentrated fruit drink), June 14 starts half-hour weekly *Country Store* on KNBH (TV) Los Angeles. Contract for 13 weeks. Firm also planning 13 week radio spot campaign on Bakersfield, Calif., stations around end of June. Agency: Brisacher, Wheeler & Staff, Los Angeles.

PURE-PAK COUNCIL (milk containers), Detroit office, appoints Fred M. Randall Co., Detroit, as advertising and merchandising counsel. Complete merchandising and advertising helps, with strong emphasis on radio, being furnished dairies using the service. Plans are still being formulated, but program will be on local buy level.

ELLENA Bros. Winery, Etiwanda, Calif. (Regina Wines), May 29 started three weekly 30 second film spots during KLAC (TV) Los Angeles telecasts of Pacific Coast baseball games for 1949 season. Agency: Edward S. Kellogg Co., Los Angeles.

ELKELES Co., Los Angeles (Venetian Blinds), starts 52 week series of two one minute films weekly on KFI-TV Los Angeles. Agency: John Freiburg & Co., that city.

Network Accounts • • •

U. S. STEEL replaces its *Theatre Guild on the Air* on NBC for 13 weeks with NBC Symphony Orchestra starting June 12. Regular summer concert series will be aired Sundays, 7:30 p.m. CDT on full network, and feature light classical selections.

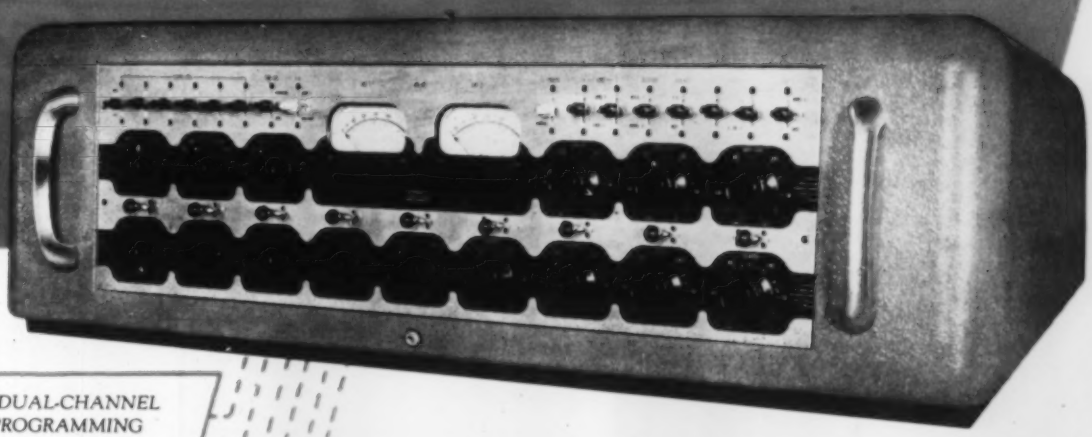
PROCTER & GAMBLE Co., Cincinnati, renews Lowell Thomas, *Beulah* and *The Jack Smith Show* on CBS effective June 27. Compton Adv. represents P & G on Lowell Thomas show; Dancer-Fitzgerald-Sample, on other two.

* * *

FIRST venture into television by Altes Brewing Co., Detroit and San Diego, is set as the firm contracts for sponsorship of National Fastball League series telecasts on WXYZ-TV Detroit. Series will be telecast Saturdays beginning June 11. Completing arrangements are (l to r): Frank Townshend, vice president of McCann-Erickson, agency for Altes; Len Kamins, WXYZ-TV sales manager; Francis L. Congdon, Altes merchandising and advertising manager, and James G. Riddell, WXYZ and WXYZ-TV general manager.

HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE



- DUAL-CHANNEL PROGRAMMING
- PROGRAM AMPLIFIERS INTERCHANGEABLE
- CAST ALUMINUM CABINET PROVIDES BEST RF SHIELD
- COMPLETE ACCESSIBILITY FOR MAINTENANCE WITHOUT REMOVAL FROM CABINET
- TWO VU METERS
- INTEGRAL CUEING AMPLIFIER FOR REMOTES, NETWORK, AND TURNTABLES

More features, more convenience, better construction,-- these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

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Gates Radio Company
Warner Building
Telephone ME-0522
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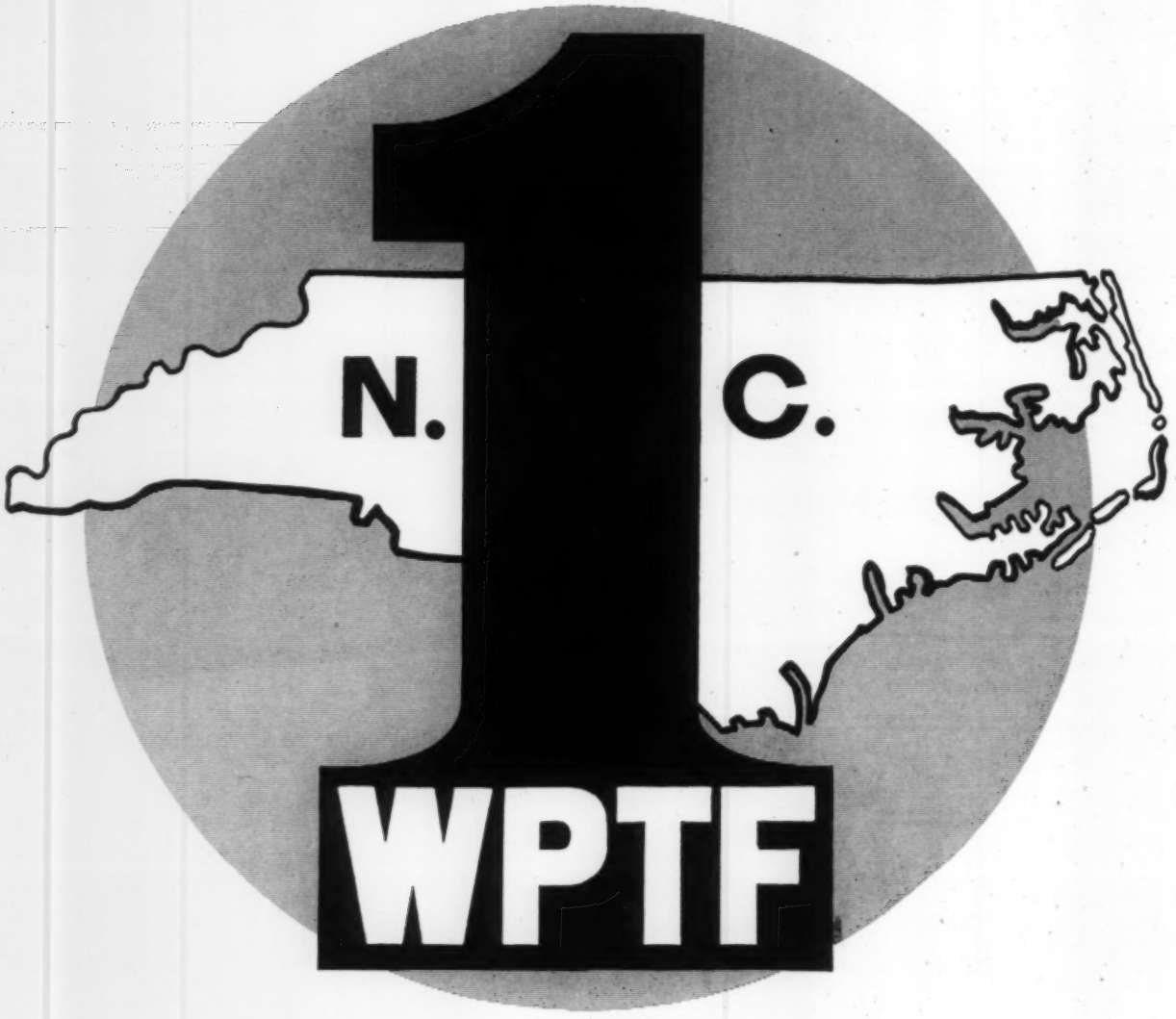
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE



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No. 1 SALESMAN IS

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NBC AFFILIATE

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RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 23 WASHINGTON, D. C., JUNE 6, 1949 $7.00 A YEAR—25c A COPY

MAYFLOWER DOCKED

Editorialize With 'Fairness'—FCC

By RUFUS CRATER

EDITORIALIZING by radio stations within undelineated limits of "fairness" and "balance" was sanctioned by FCC last Thursday in a 13-page decision which left three of the five voting Commissioners obviously unsatisfied.

Thus the Commission after more than a year of contemplation overrode its eight-year-old Mayflower doctrine against a licensee's right to be an "advocate," though Comr. Robert F. Jones maintained acidly that it had failed to "repudiate" the Mayflower ban.

In substance the decision was the same as the conclusions reached almost a year ago—that is, that "fairness" must be the keystone for licensees who air their own views over their own facilities [BROADCASTING, June 21, 1948].

The majority made plain that it will not be enough for stations which editorialize to follow a policy of merely "not refusing" requests for time in which to present contrary viewpoints. Rather, stations have "an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expression of opposing views."

It was conceded that there will be "honest errors in judgment" on the part of licensees. But the majority held that these will not be condemned if the station's "overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues." The question which FCC will pass upon is "the reasonableness of the station's actions, not whether any absolute standard of fairness has been achieved."

Poised for the Commission's move, CBS announced immediately that "from time to time" it will editorialize. NBC and ABC declined to comment. During the hearings [BROADCASTING, March 8, 1948] both came out flatly for the right to editorialize, but did not indicate plans to exercise it. Mutual was reported undecided as to its course.

The position of CBS, which submitted transcribed "sample" editorials during the hearings and urged its right to broadcast them, was presented by Board Chairman William S. Paley:

"The reversal of the Mayflower decision by the FCC is a great forward step for broadcasting in this country. Within the past year, Columbia has publicly and repeatedly advocated the right of broadcasters to editorialize in their own names over their own radio facilities. With the recognition by the FCC of this right of broadcasters, Columbia intends, from time to time, to broadcast radio editorials in its name."

Vote 4 to 1

The Commission's vote was 4 to 1.

Comr. Frieda B. Hennock was the dissenter, contending the majority's standard of fairness is "virtually impossible of enforcement" and that editorializing should not be allowed unless fairness is insured. Chairman Wayne Coy and Comr. Paul A. Walker, attending a telephone and telegraph conference in Paris, did not participate.

Comrs. Jones and E. M. Webster, while agreeing that stations should be allowed to editorialize, issued separate additional statements questioning the lack of clarity in the requirements which the majority decision laid down for editorializing stations.

Comr. Jones also took the Commission to task for failure to repudiate the Mayflower Decision itself; for what he considered noncompliance with legal requirements that such policy matters be dealt with by rules rather than "reports"; for its failure to consider commentators as "alter ego editorialists for licensees" and to act accordingly, and for the conditions laid down for stations which editorialize.

"I would not say to the licensee as does the Commission's decision,

(Continued on page 50)

Live Dangerously . . .

A CHALLENGE to be more defiant when they think FCC is overstepping its jurisdictional bounds was handed broadcasters last week by Comr. Robert F. Jones. In giving his views on the Commission's editorialization decision, he pointed out that no one had actually dared test FCC's 1941 Mayflower ban on editorial expression by licensees. "I realize, of course, the dangers that a licensee would have been required to face had he challenged the Mayflower decision," he said. "Nevertheless radio should remember the history and experience of newspapers in their fight for freedom of the press. That battle should serve as a guide to the broadcasting industry on how to combat current abuse of governmental authority."

FCC REVAMPING

McFarland Introduces Bill

NOMINATED generally as the radio legislation most likely to succeed, an FCC staff, Commission and procedural reorganization bill was introduced last week by Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Communications Subcommittee [CLOSED CIRCUIT, May 16].

Besides realigning the staff on a functional basis, the bill (S 1973) would divide the Commission into two separate panels and overhaul current hearing and appellate procedures.

The bill incorporates less controversial portions of the famed White Bill of 1947-48, and the cease-and-desist, salary and radio fraud measures introduced earlier this year by Sen. Ed C. Johnson (D-Col.), chairman of the full Interstate & Foreign Commerce Committee.

The "new" provisions, not taken from the White Bill or pending measures, would:

● Organize the staff along functional lines, setting up a minimum of three "integrated" divisions (presumably broadcast, common carrier and safety and special services), with legal, engineering and accounting personnel in each. Each division would process the applications in its field.

Sen. McFARLAND

● Create a buffer staff to stand between the Commission and its regular staff, and to be responsible directly to the Commission. This group would draft decisions, orders, etc., at the Commission's direction.

● Authorize employment of a $10,000-a-year legal assistant by each Commissioner—a move which already was in the process of accomplishment [BROADCASTING, May 9].

Introducing the bill Tuesday, Sen. McFarland told the Senate that in his view the proposed staff reorganization "must be a part of any bill enacted." It was drafted, he said, "after consultation with Commissioners."

He made clear that he felt "the most urgent and pressing problem of the Commission today deals with its internal organization." For that reason he included "no policy sections," he said, adding: "If legislation on substantive matters of policy are found necessary, it is my belief that they must be given careful committee consideration, either in this bill or possibly in other legislation."

Still doubtful of the benefits of dividing the Commission itself into panels [BROADCASTING, Jan. 31], he explained that he had nevertheless

(Continued on page 24)

FCC Revamping

(Continued from page 23)

included the panel provisions to assure careful appraisal by the commerce committee, to which the bill was referred.

Other provisions of the bill, either taken in whole or with modifications from the White Bill or pending measures, would:

- **Revise hearing procedures as proposed by the White Bill, meanwhile setting up a 30-day waiting period for protests against grants made without hearing and making a hearing mandatory upon protest.**
- **Forbid rules which "effect a discrimination between persons based upon race, religious or political affiliation or kind of lawful occupation or business association," which would block any move to exclude newspapers or motion picture interests.**
- **Send all appeals to the U. S. Court of Appeals for the District of Columbia, thus terminating the divided jurisdiction which now sends some cases to that court and some to another; provide for appeal direct from the Court of Appeals to the Supreme Court on revocations and non-renewals, and for Supreme Court review of other cases upon writ of certiorari, as now.**
- **Raise Commissioners' salaries from $10,000 to $15,000 as provided in pending Johnson Bill (S1626), without the Johnson Bill's $2,500 extra compensation for the Chairman; raise the pay of the general counsel, chief engineer, and chief accountant from $10,330 to $12,000, and the secretary's from $9,706 to $10,000; cut the pay of Commissioners' secretaries from $5,482 to $4,000 (not applicable to incumbents).**
- **Eliminate the present law's stipulation that action on renewals be governed by the same considerations which apply to original applications.**
- **Eliminate the portion of the anti-trust provision (Sec. 311) which gives FCC discretionary power to refuse licenses to firms found guilty of monopoly in radio communications.**
- **Eliminate the Avco competitive-bidding procedures (as FCC has proposed to do), by requiring approval of transfers if the buyer has the qualifications of an original permittee or licensee.**
- **Starting one year after enactment, make it unlawful for bureau heads and the Commissioners' legal assistants to appear before the Commission in behalf of anyone under FCC jurisdiction for one year after they leave the FCC.**
- **Provide for FCC to issue declaratory orders "to terminate a controversy or remove uncertainty."**
- **Require that hearing officers issue intermediate reports (in lieu of proposed decisions by the Commission).**

Unlike the three-panel system which FCC was on the verge of adopting when Sen. McFarland's subcommittee nipped it in a report which later was adopted by the full committee, the new measure would set up only two panels: (1) Broadcast, and (2) Communications. Like the staff reorganization, the panel plan would go into operation within 60 days of the bill's enactment.

The panel system is substantially the same as proposed in the final version of the White Bill but would specifically exclude the Chairman from service on either group. Each panel would have three members, but, again differing from the White Bill, no member could serve on the same panel for more than a year at a time. Reorganization of the panels would occur annually on June 30.

The delegation of authority to the respective panels would be identical to that contained in the White Bill. The Broadcast Panel would handle matters dealing with "wire and radio communications intended to be received by the public directly," plus non-carrier services "exclusively related thereto." Matters relating to special and safety services (which would have been given to a separate panel under FCC's original plan) and common carrier matters would be handled by the Communications Panel.

One major objection in former considerations of the panel plan would be removed: Petitions for full Commission review of a panel action—which has been attacked as needlessly time-consuming—would not be allowed. Panel actions could be appealed direct to the courts, as could actions taken by the full Commission.

The whole Commission would have authority over allocations "to the various radio services"; the selection of officers and employes; the establishment of the panels and their operation; the adoption of rules of general application, and other matters not specifically dealt with by law. The full Commission would be required to meet at least once a month and, among other things, assign cases to panels (or to the Commission itself) and review the functioning of both panels and full Commission.

The full Commission would designate the chairman of each panel. Neither panel could have more than two members of the same political party. Within its field, each panel would serve as "a committee of the whole Commission in the exercise of the Commission's rule-making powers." Members of one panel would have no authority over the functions of the other.

Executive Officer

The Chairman of the Commission would be its "executive officer." The chairmanship would not rotate among the members, as proposed by the White Bill, but would be filled by designation by the President, as now.

The McFarland Bill contains none of the censorship, clear-channel and similar "policy" provisions which stirred up irreconcilable controversy in the White Bill. Actually there was substantial agreement on many of the McFarland provisions when they were considered during the White Bill hearings. A great deal of the material reflects work done by the Federal Communications Bar Assn. and individual attorneys over a period of years.

Some observers felt the bill had a better chance of passage than any other radio measure in years, due chiefly to the absence of policy considerations. One attorney who has drafted numerous procedural bills thought it had "the best chance" of any legislation he could recall.

But the commerce committee reached no immediate decision as to its approach. Sen. McFarland expressed a hope that the committee would act "rather promptly," with a view to enactment at this session. He conceded that "some hearings may be necessary," but noted that there were "extensive hearings" in 1943, 1945 and 1947 on "many of the sections" involved.

Meanwhile, on the House side, the prospect of investigation still loomed before the FCC. Rep. Francis Walter (D-Pa.), who has charged the Commission with violating the Administrative Procedure Act and taken it to task for its handling of FM, said he expected to map plans soon for the House Judiciary Committee investigation which he had threatened.

'Wait and See'

The House Interstate Commerce Committee, however, has adopted a "wait and see" attitude which is attributed to (1) demands upon its time by administration "must" legislation, and (2) an apparent inclination to let the Senate committee take the initiative on radio matters.

Rep. George Sadowski (D-Mich.), vice chairman of the FCC-FTC-SEC group, acting for Rep. Alfred L. Bulwinkle (D-N. C.) who is ill, had found it difficult to schedule an executive session to determine what measures the committee would take up next. All but two of the present 10 communications members are currently serving on at least one other active committee, with hearings involved in some instances. One is Rep. Harris Ellsworth (R-Ore.), co-owner of KRNR Roseburg, Ore., and publisher of the Roseburg *News Review*, who was appointed to the committee at the outset of the 80th Congress' first session.

Congressman Sadowski has tentatively scheduled the executive meeting for today (June 6), first open date when all his members might be present. No action is foreseen now in light of the new Senate bill.

Another factor in the House subcommittee's failure to delve into radio, it was reported, has been its reluctance to consider any "controversial" matter that might involve drawn-out hearings, in view of

(Continued on page 53)

Drawn for BROADCASTING by Sid Hix

"Oh, that's Sam and Bill. They're from Baltimore!"

PROCTER & GAMBLE *Daytime Shows Realigned*

EFFECTIVE July 11, radio's largest advertiser, Procter & Gamble, Cincinnati, will realign its entire daytime radio schedule affecting five shows. The move includes shifting products and networks as well as switching shows between two agencies, Dancer-Fitzgerald-Sample and Compton Adv., plus the dropping of one program entirely.

The new line-up now consists of the following: Crisco will sponsor *Road of Life*, 3:15-3:30 p.m. on NBC. The show had been heard in the 10:30-10:45 a.m. period on NBC for Duz. Ivory Flakes will underwrite *Brighter Day* which moves from 10:45-11 a.m. on NBC to 2:45-3 p.m. on CBS, the time filled by *What Makes You Tick* which is being dropped. Dreft, Spic & Span and Drene will share sponsorship of *Welcome Travelers* on NBC, 10-10:30 a.m. The show will move to NBC from its present time on ABC, 12-12:30 p.m. One show, Tide's *Life Can Be Beautiful*, 3-3:15 p.m. on NBC, will remain in the same position.

As a result of the new alignment, *Welcome Travelers*, now produced by Compton Adv., will be handled by Dancer-Fitzgerald-Sample. On the other hand, *Brighter Day*, formerly a D-F-S show, will be assumed by Compton.

BMB STUDY

Completion Assured by NAB

NAB June 1 guaranteed completion of the second nationwide BMB study of station and network audiences. This, Dr. Kenneth H. Baker, research director of NAB and acting president of BMB, announced, during a conference at BMB's New York headquarters on that day, "clears up this question once and for all."

The guarantee, contained in a letter to Dr. Baker from NAB President Justin Miller, followed a report of BMB to NAB that on May 28 the bureau had on hand waivers signed by 404 stations, two national networks (ABC and NBC) and two regional networks (ABC Pacific and New England Regional Network). These waivers, obligating the signers to pay dues to BMB through June 1950 and eliminating the 90-day cancellation clause contained in the original BMB contracts, meet the conditions laid down April 14 by the NAB board in Chicago.

Loan Provisions

At that time the board agreed to advance $75,000 to BMB, provided: That the money be advanced for current operating expenses of April and May 1949; that the loan be conditioned on NAB's assumption of full control of BMB operations while any part of the loan is outstanding; that the resolution authorizing the loan anticipated a guarantee of the completion of Study No. 2 "if NAB is satisfied that BMB has secured sufficient waivers and new subscribers by June 1."

These waivers guarantee BMB an income of some $315,000 during the period from now until the end of June 1950, Dr. Baker reported, a sum sufficient to insure repayment of the $75,000 loaned by NAB. Dr. Baker expressed the hope that the additional $15,000 offered to BMB by AAAA would not be needed.

Judge Miller's letter to Dr. Baker reads:

I have your letter and report of May 28, supplementing conversations with Mr. Willard, Mr. Arney and myself during the past six weeks. Your report covering the current financial status of the Broadcast Measurement Bureau indicates fulfillment of NAB's requirements—as set forth in our board's action at Chicago—and satisfies me that BMB has secured sufficient waivers and new subscribers to give reasonable assurance that the bureau's Study No. 2 will be completed.

This letter constitutes official assurance that the National Association of Broadcasters guarantees the completion of the bureau's Study No. 2.

Dr. Baker pointed out that many stations have been holding off signing their waivers awaiting the NAB guarantee that Study No. 2 would definitely be completed, adding that he expects a "flood of waivers in the next week or so." Asked about CBS, he said that he could not answer for that network, but he had received informal assurances that it would continue to support BMB both for the network and for its owned and operated stations. He added that BMB will continue to try to sign up new stations for the study and to reinstate delinquent subscribers right up to the date of publication.

Reports on Status

Regarding the status of the study, Dr. Baker reported that about 318,000 ballots have been returned to date, with final follow-up to be completed within a week or so. He anticipates a total return of about 330,000 or 335,000 ballots in all, he said, noting that the job is a bigger one than the 1946 study, with more ballots to be decoded and tabulated and more stations to be reported on. He said he hopes to equal the time of that study's completion and deliver reports to subscribers by November.

Asked about TV and FM, Dr. Baker said that the returned ballots contain reports of reception of those forms of broadcasting but that lack of accurate county and city data on FM and TV homes makes it impossible to report them against anything but the overall base of all radio homes so that the study's FM and TV percentages will be extremely small and not very meaningful.

"One result of Study No. 2, which will probably surprise a lot of people in view of statements that have been published, is that there is still a lot of AM listening going on," he declared. The ballots are reporting many instances of listening to AM stations six and seven days a week, he said, adding: "What we all knew about AM listening in 1946 will be the discovery of 1949."

Asked about disclosure of data on non-subscriber stations, which the ballots disclose but which BMB did not report for Study No. 1, Dr. Baker replied that subscriber station on request would be given information about other stations' audiences for all counties reached by the subscribers. Advertisers and agencies desiring information on these non-subscribers stations can get it from the subscribers, he said.

AM LISTENING

TV Declines as Novelty Wears Off—Gill

LISTENERS who buy television sets pay less attention to their radios for a while but the listening curve returns to almost the former level when the TV honeymoon is over.

This listener-viewer habit was found in a survey of AM listening in TV homes, conducted by Sam Gill, director of research, Sherman & Marquette, New York.

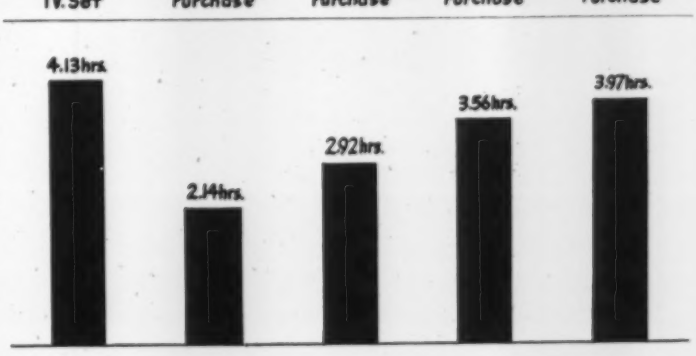
Mr. Gill, in a statement directed to AM stations, said "this form of entertainment and education will never become obsolete unless they —the stations—so desire." He traced performance of a sample of TV homes over a year's time. The study showed that "immediately after the acquisition of a TV set, AM listening sharply declined but that as the TV owners became more discriminating and as the novelty wore off, AM listening increased to a point not far below that originally held."

Mr. Gill commented as follows: "It is true that TV is a potent entertainment, educational and advertising medium and that it will have a profound effect upon the habits of families owning sets. But these changes in habits will not always have a negative reaction upon other media."

The Gill survey shows that daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 0-3 months after purchase; 2.92 hours 3-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase. Mr. Gill said he plans further analyses of the effect of TV on family habits.

* * *

Average Daily AM Listening per home Sample of TV Homes



AD BUDGETS

1949 Increase Seen

ADVERTISING budgets for 1949 will be at least as great as those of 1948 and probably greater, according to a survey of the National Industrial Conference Board released last week. Television's growing importance was mentioned.

The survey was made among 190 companies. The board said that 90% of them reported their advertising expenditures in 1949 would equal or exceed those of 1948, with a few reporting increases as high as 50% over last year's levels.

Most of the companies said they were moved to match or increase their 1948 budgets in 1949 because of the buyer's market.

The conference board also said that the companies reported they would vigorously watch the effectiveness of media they used. Although the elements of the survey released by the board were not specific, it was mentioned that "television, a new medium, is gaining greater attention from some of the larger business firms."

WTAL JOINING CBS

Station Is 184th Affiliate

WTAL Tallahassee, Fla., becomes a CBS affiliate effective Aug. 1, William A. Schudt Jr., CBS director of station relations, announced last Thursday. Addition of the station brings to 184 the total number of CBS affiliates.

The 5 kw station, owned and operated by John H. Phipps Radio Stations with L. Herschel Graves as general manager, is a primary affiliate of MBS under a contract which expires July 18, 1950.

Chatfield to Compton

GEORGE CHATFIELD, vice president of Kenyon & Eckhardt, New York, has resigned to join Compton Adv., New York, as vice president. His resignation is effective July 11. Mr. Chatfield will work on the Procter & Gamble account at Compton.

Mr. Chatfield

CAREFUL planning of commercials for weekly *Bekins Hollywood Music Hall* brings this group of sponsor, agency and network executives together for a bi-monthly conference. Planners are (l to r)—seated, Milo W. Bekins and Daniel P. Bryant, president and general manager, respectively, of Bekins Van & Storage Co.; (standing), James T. Aubrey, CBS Pacific Network account executive; Bill Shaw, CBS Pacific Network assistant sales manager; Al R. Brooks, president of Brooks Advertising Agency.

BEKINS' BEST BUY

. . . It Proved To Be Radio

SOME advertisers have often denied that radio has any direct sales value. Most advertising minds would insist that it holds little sales value for a van and storage company.

But Milo W. Bekins will argue with anyone on this count. And he should know, being president of the 54-year-old Bekins Van & Storage Co., a dominant radio advertiser in the West.

He believes it's tops in doing a straight selling job. He is also convinced that it is a great influence in making friends for his organization. But he didn't always feel that way.

Proof of his confidence in its selling power? Well, from a few thousand dollars as the initial investment some 15 years ago, the firm year-by-year has increased its radio appropriation.

With an annual advertising budget well in excess of $250,000, Bekins today portions more than 60% to regional radio. Balance goes to newspapers in the western area.

Mainstay of Bekins radio today is a weekly half hour of nostalgic vocal and instrumental music titled *Bekins Hollywood Music Hall* on 10 CBS Pacific stations, Wednesday, 7:30-8 p.m.

In its fourth year, also, is *Bekins Men of the West* on KOA Denver. It takes the Friday, 8:45-9 p.m. time slot on that station and has a large following, proven by the heavy mail pull. This vocal quartet features western tunes.

For the past one and a half years H. V. Kaltenborn has been a thrice weekly feature on KFSD San Diego, and about five months ago the firm also took over sponsorship of that commentary on KNBC San Francisco. In addition Bekins maintains a steady spot announcement schedule on four British Columbia stations—CKWX Vancouver, CKOV Kelowna, CFJC Kamloops, CKPG Prince George, and two Texas outlets—WRR Dallas and KFJZ Fort Worth.

"Although we feel that our sales organization has proved itself to be most efficient and effective in establishing and maintaining the soundest type of company-public relationship and goodwill, we know that radio has helped to make our name a household word," Mr. Bekins declares. "It has played a major role in our success. It keeps our name before the public as no other media can.

Aim at Straight Selling

"We have always aimed to do a straight forward selling job making our message factual and all inclusive, so that it interests Pop as well as Mom, and the children too. Our market includes the whole family—Mother in the home and Dad in his store or office. The children are our customers of tomorrow.

"When we first dipped a tentative toe into the uncharted waters of broadcasting some 15 years ago, radio, in our estimation, hardly seemed a medium that could aid the particular type of selling job we were attempting to do. We hesitated. We pondered. We had our doubts that the spoken word would accomplish our aim."

The story of Bekins Van & Storage Co. success today is in part of the story of skillful use of advertising. Since that time 15 years ago when the firm first purchased spot announcements on scattered Pacific Coast stations, the story has changed. Mr. Bekins and other executives of the firm are *now* ardent believers in the strong selling punch of the spoken word. They know, that if properly handled, it pays off.

When Brooks Advertising Agency, Los Angeles, took over the account in November 1937, Bekins Van & Storage Co. had already been a spot user of station time for three years, but as Mr. Bekins said, "without consistency."

Al Brooks, head of the agency, recommended that his new client continue with that type of radio advertising, but on select stations in major California markets and on a consistent year-round 52 week contract basis. He further recommended straight selling copy with a built-in institutional message. That copy policy has since been carried through in all radio advertising of the firm.

All didn't agree with Mr. Brooks' first recommendations. There was considerable hesitancy and difference of opinion. It was a big order for an advertiser whose original venture into radio had been undertaken with extreme reluctance and on a limited budget. There was much consulting among executives of the various branch offices which make up Bekins western organization. Finally the step was taken.

Nightly spot schedules were bought on four California stations, (KNX Los Angeles, KSFO San Francisco, KROY Sacramento, KARM Fresno) then all CBS owned or affiliated. Spots preceded or followed such top rating shows as *Lux Radio Theatre* and *Major Bowes Amateur Hour*, thus deriving benefit of the vast audiences those programs attracted.

Various services offered by the moving and storage concern were stressed. Saleswise the spot schedules were paying off, Mr. Bekins said. Corroboration of his statement are those little black ink figures that are written on the ledger. When other California stations joined the network as affiliates, Bekins added them to its list.

Spots Heard

"We found that people were hearing our spots," Mr. Bekins continued. "They weren't unusual commercials. They were just down-to-earth matter of fact. The results demonstrated to us what can be done with radio on a small budget when spots are carefully selected. We were glad to have followed the advice of our agency."

Bekins turned to daytime radio in the early days of World War II. Dominant interest of listeners was news, and on recommendation of Mr. Brooks, the firm made an astute buy when on Sept. 27, 1941, it took over twice weekly sponsorship of *Bill Henry, News* on eight CBS California stations Mon., Wed., 5:30-5:45 p.m. (PST). And four weeks later a Friday broadcast was added to the schedule.

It was on March 9, 1942, that Harry Flannery took over the spot as news analyst and continued for the sponsor in that same regional network time slot.

Having successfully whetted its appetite for daytime radio, and with an increased budget available, Bekins went looking for an additional program. The hunt produced *Remember Hour*, a weekly half hour of music which started Sept. 27, 1943, on ABC California stations—Sunday, 11:30 a.m.-12 noon (PST). It originated from KGO San Francisco and featured Phil Bovero's nine piece orchestra with guest vocalist.

After about six months the program shifted to Hollywood and title was changed to *Bekins Hollywood Music Hall*. The orchestra was increased to 17 pieces and Basil Adlam became musical director, with a featured vocalist added. Average Sunday morning Hooper was 3.1 the agency points out.

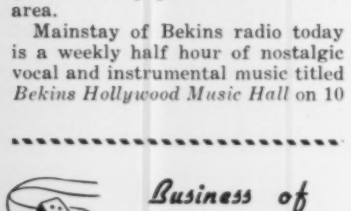
Expands Coverage

Then in April 1944 the program took the Sunday, 4:30-5 p.m. time and expanded coverage to include three Pacific Northwest stations (KJR Seattle, KGA Spokane, KEX Portland) continuing in that spot for the next two years. Eileen Wilson, now heard on *Hit Parade*; Eula Beal, concert singer, and Bill Days, tenor and now leader of The Sportsmens Quartet, are among vocalists featured on that program during its early days.

Meanwhile Bekins continued its CBS newcasts, bringing in Nelson Pringle as replacement for Harry Flannery when the latter went on lecture tour for a couple months in June 1945. When Flannery resumed Aug. 13, 1945, coverage was increased to include two Pacific Northwest stations (KOIN Portland, KIRO Seattle). Charles Collingwood, news analyst, took over in November 1947 for the next eleven months.

Bekins then discontinued news programs to concentrate the budget on its Sunday musical and in October 1947 made another change. *Bekins Hollywood Music Hall* moved to seven NBC Pacific stations, Saturday, 9:30-10 p.m. The orchestra was increased to 26 pieces with Henry Russell as musical director. Lucille Norman was added as featured vocalist. In addition

(Continued on page 53)



One of a Series

AFA

Renames McMillan, Borton at Houston

ADVERTISING faces a period of unlimited expansion, with media and sellers alike in the best position in history, judging by sentiment of delegates at the Advertising Federation of America convention at Houston last week.

Particular interest was shown in television by representatives of agencies, advertisers, media and other related advertising groups, with the Tuesday afternoon TV session drawing the largest attendance of the convention.

Presiding at the TV session was Robert D. Swezey, executive vice president of WDSU and WDSU-TV New Orleans. Others taking part in the program were Eugene S. Thomas, manager of WOIC (TV) Washington, an AFA director, and George L. Moskovics, manager of sales development, CBS TV network.

Mr. Swezey observed in his introductory remarks that "television is here to stay and here to grow." He referred to the deep interest in the medium. Recalling an air of gloom at the recent NAB convention in Chicago, where half the delegates seemed to be afraid of video and the other half, TV operators, seemed depressed by its costs, Mr. Swezey said the general optimism at the AFA meeting was refreshing.

Mr. Thomas opened delegates eyes with the statement, "You don't need a million to get into television." He explained how it can be used "whether you plan to spend a million a year or just $75 a week, and termed TV "the show-how medium." The low-cost possibilities were illustrated during a showing of The Katz Agency's documentary of film commercials. The film display was accompanied by printed material describing cost of producing each commercial.

Mr. Moskovics said television is a sales tool and cited statements showing that much of the money for TV advertising comes from the sales side of the advertiser's budget rather than from media funds. He showed the CBS documentary film, "Television Today," in which he served as narrator.

Little Radio Discussion

Most of the media discussion at the convention dealt with newer forms of advertising such as television. Time was devoted also to direct mail, premiums and transit advertising, but radio, newspapers and magazines, the basic media, received little attention.

George S. McMillan, Bristol-Myers Co., was re-elected chairman of the AFA board and Elon G. Borton was re-elected paid president. Mary McClung, *New York Evening Post-Home News*, is secretary, with Graham Patterson, *Pathfinder*, re-elected treasurer.

New directors elected were Arthur W. Kohler, Curtis Publishing Co.; Chester W. Ruth, Republic Steel Corp., and Dr. Daniel Starch, Daniel Starch Associates. Other board members include Mr. Thomas; Mrs. Oveta Culp Hobby, *Houston Post* and KPRC; Allan T. Preyer, Morse International, New York; George C. Wiswell, Chambers & Wiswell, Boston; B. W. Robbins, General Outdoor Advertising; Charles Luckman, Lever Bros.

Mr. Swezey

Mr. Moskovics

Don Francisco, vice president of J. Walter Thompson Co., said the present market is potentially greater than that of 1940 or any other year. The problem, he said, is to convert purchasing power into purchases. He cited figures showing an all-time peak in employment and a surplus income of $103 billion for discretionary spending or saving—almost four times the highest prewar level.

Mr. Francisco said that in relation to national income the nation is spending far less in advertising than before the war. "This decline in the ratio is due to three factors," he said, "an abnormal increase in national income, the lack of any pressing need for increased advertising pressure during the war and postwar years, and the fact that, on the basis of the cost of reaching a thousand people, the cost of advertising is about the same as it was ten years ago."

Reviewing media figures, he showed that while milline rate of newspapers has gone up 3% page-per-thousand rate of magazines has dropped 2% and the cost-per-thousand radio homes covered by two major networks has (in 1947) dropped 18% since 1940. Increased circulations and audiences have compensated for additional costs, he said.

Pointing to the fact that the nation has entered a buyer's market, which he called "the normal kind of market," Mr. Francisco said: "Advertising today is reaching a greatly expanded market with more potential buying power, at almost the identical cost-per-person as ten years ago." The ratio of advertising expenditures to national income has dropped from between 3% to 4% in the 1890-1934 period to only 1.8% in 1948, he noted.

Advertising must accept its share of the responsibility "of selling the American phenomenon to the American people," according to Marion Harper Jr., president of McCann-Erickson. His address was read by Albert W. Sherer, vice president of the agency.

"The American thing—the American economy—the American accomplishment—is by all odds man's best and most successful accomplishment to date," Mr. Harper contended. "There has never been anything remotely like it. Every conceivable other plan or 'ism,' or concept, has been tried at least once. And each has failed as compared to American phenomenon.

"As a bench-mark for appraising the worthwhileness of human societies, perhaps it can be said that human progress may be measured by the degree to which man makes his physical environment serve and fulfill his human needs and wants."

The AFA elected ten persons to advertising's new Hall of Fame. Two names will be added every year. Several awards were given individual advertising clubs. Mrs. Marjorie Child Husted, of General Mills, was named Advertising Woman of the Year.

FCC Actions

GRANTS for three new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week. Final decisions also were announced to grant another new AM outlet and improve the facilities of an existing station. Authorizations for one non-commercial and two commercial FM stations were announced, and deletions of 3 FM authorizations were reported. FCC also approved station transfers. Details of these Commission actions are carried in FCC Roundup, page 73.

ABC DISMISSALS

80 Dropped in N. Y., Chicago, L. A.

MORE than 80 ABC employees in New York, Chicago and Hollywood were released last week in a budget-paring move.

Although the network declined to disclose actual figures, it was learned that at least 35 were cut from the payroll at New York headquarters, 27 eliminated in Chicago and about 20 in Hollywood.

The personnel reductions were made in both radio and television and in almost all departments. Although no official explanation was given for the action, it was learned that it was part of a general budget tightening program.

In Chicago, James Stirton, general manager of the Central Division, termed the layoff a result of a New York order to review budgets. The order, believed to be effective at all network O & O outlets, follows loss of three major ABC accounts—General Electric's *Houseparty* from New York, which the sponsor cancelled; *Break The Bank*, sponsored by Bristol-Myers on AM and TV in New York, and *Welcome Travelers*, Proctor & Gamble Chicago show. The last two are switching to NBC. Combined billings on the three are estimated at $4 million.

Employes affected were below the executive level, it was said.

McCRAY SUCCEEDS DYKE

In NBC Post

THOMAS McCRAY, NBC National Program Director, last week assumed command of the network's program department following the resignation of Ken R. Dyke, administrative vice president whose resignation became effective June 1 [CLOSED CIRCUIT, April 4].

Mr. McCray

No official announcement was made by the network, but it was understood that no replacement for Mr. Dyke's administrative vice presidency was immediately contemplated. Mr. McCray may be elevated to a vice presidency in the future, it was believed.

Upon leaving NBC, Mr. Dyke began a vacation during which he will make a decision as to which of several positions that have been offered to him he will accept.

It was understood that Mr. Dyke has under consideration one high-ranking job with an advertising agency and several others in the public relations field.

Mr. McCray joined NBC as eastern program manager in May 1944, after service during the war with the Office of Censorship. Prior to the war he was assistant general manager in charge of programs at WTIC Hartford, an NBC affiliate.

Sterling Trip

FCC COMR. George E. Sterling left Washington today (Monday) to attend the dedication this evening of WHEN-TV Syracuse, N. Y. On Tuesday at St. Andrews-by-the-Sea, N. B., he is to address the Canadian Mfrs. Assn. on "Television in the United States."

RESEARCH FIRMS

Services Offered Are Reviewed

By ROBERT LUCE

FRED ALLEN recently brought his own research man to the *Henry Morgan Show*. The approach was unique, and theoretically perfect. His intention was to ask *everybody*, all 149,000,000 men, women and children, if they listened to the *Henry Morgan Show*. The only drawback was that his report wouldn't be complete until 1970.

THIS is the first in a series of articles about radio and television research. The purpose is to describe the work being done by private firms. Facts are supplied by the individual research organizations.

There are smarter research men, and they have a short cut: The law of probability. It's a simple law that goes something like this. If you take a representative sample of the whole population you are interested in and measure one of its peculiarities accurately, you can then conclude that it's *probable* that the rest of the population will have the same peculiarity in the same proportions.

Audience and market research is based solidly on this happy probable regularity in different individuals of the same species.

Using the law of probability and carefully collected samples, it is now possible for research organizations to come up with facts to answer questions about how many gum-chewers live in Scioto County, how many redheads heard the Toni program and how many people watched *Howdy Doody* last week.

Research has become the "long-hair" of advertising and work that's done in the field has changed the face of advertising campaigns. A good set of facts may do more to influence advertisers in their selection of media than a good long drink at the club.

In these "buyer's market" days facts are the basis of decisions in advertising more than ever before. Glowing promises and brightly burnished generalities don't compete with statistics in the buying of space and time.

Because research has come to prominence in radio and television, BROADCASTING set out, early in 1949, to do some research on research. The purpose was to learn what firms did radio and TV research, how they did it, where they did it, and to describe what kind of research it was.

The first in this series of articles deals with a group of the specialized research organizations, those doing the tailor-made jobs for individual clients. These custom tailors are not in the same category as the Hoopers and the Nielsens, whose stock in trade is a continuing measurement service. (More about these organizations in a later article.)

Frequently these research consultants are engaged in other primary fields like marketing or distribution, but can and will handle special radio and television research problems under contract to individual clients.

Walter Burn

With offices in Middlebury, Vt., Walter Burn has built up a special map and market research service. His specialty is "economic values for market areas." Gathered from federal, state and local governments, his information covers the United States and Canada, much of it on a county basis. Some of the figures provided include, population estimates, households, and other economic data. Provides coverage area data for all types of broadcasting.

Facts Consolidated

One of the regional research firms, and a prominent one, is Facts Consolidated, 461 Market St., San Francisco. This West Coast organization does no continuous audience surveys. Contracts are entered into for research on sets-in-use, program ratings, station coverage, sponsor identification, program preferences, product sales related to program ratings.

The telephone survey method is the basis of measurement, but it is supplemented by personal interview and mail ballots when the job requires. Television, too, is under study. For TV, Facts Consolidated provides surveys on sets-in-use, share of audience, absolute number of viewers per program, and a rating of quality or clarity of viewing.

This organization will also do studies of marketing problems, opinion research, and other research jobs. A branch office is located at 8461 Melrose Pl., Los Angeles.

Edgar H. Felix

A different, but essentially valuable service, is provided by Edgar H. Felix, 176 Franklin Ave., Malverne, N. Y. Basically it is a combination field intensity measurement with market and economic data. Mr. Felix reports the field strength, stability and quality of service, day and night, of every audible service for all radio station cities and other cities over 25,000 population. Special studies are made for stations, defining areas, analyzing the industries within the area, retail sales for areas to which a significant and ranking service is delivered.

Radio Coverage Reports by cities are done on a continuing basis, and are available to agencies for $200-$600, depending upon radio billings. Radio Coverage Letters are published for stations, and the fees range from $75 to $500 depending upon station power. The organization also provides analysis of spot lists, and prepares supporting data for stations applying for network affiliation. FM is not

(Continued on page 51)

1926 WORL Boston 1949

By MITZI KORNETZ

LAST WEEK, in a studio on the ninth floor of a bank building at 216 Tremont St., Boston, a voice spoke into a microphone.

It was 8 p.m., Tuesday, May 31.

"WORL will now cease for all time its broadcasting activities," the announcer said.

With those parting words, to the strains of "I'll See You Again" on the *920 Club*, WORL Boston, which at one time was considered the most successful independent local station in the country, passed away. It is one of the few instances, if not the only one, in radio history where a station has gone off the air for good as the result of an FCC ruling, without another licensee taking over.

The rare death blow by the FCC was dealt to a station partly owned by a former member of the Federal Radio Commission, Harold A. Lafount, now general manager of the Arde Bulova radio interests. Other owners were Sanford H. and George Cohen, New York attorneys.

* * *

LAST signoff for WORL is given on *920 Club* by Philip Welsh. In attendance were veteran staff members, all of whom had been with WORL more than 11 years (l to r), John Parker, chief engineer; Mary Ruth, movie commentator; Gordon Wayne, news commentator; Fred Bailey, commercial manager, and Ashley L. Robison, general manager.

WORL had waged a vigorous fight for survival, first in the courts by the owners and, in the last days, on a humanitarian basis by the employes who felt they were "guinea pigs" and "sacrifices."

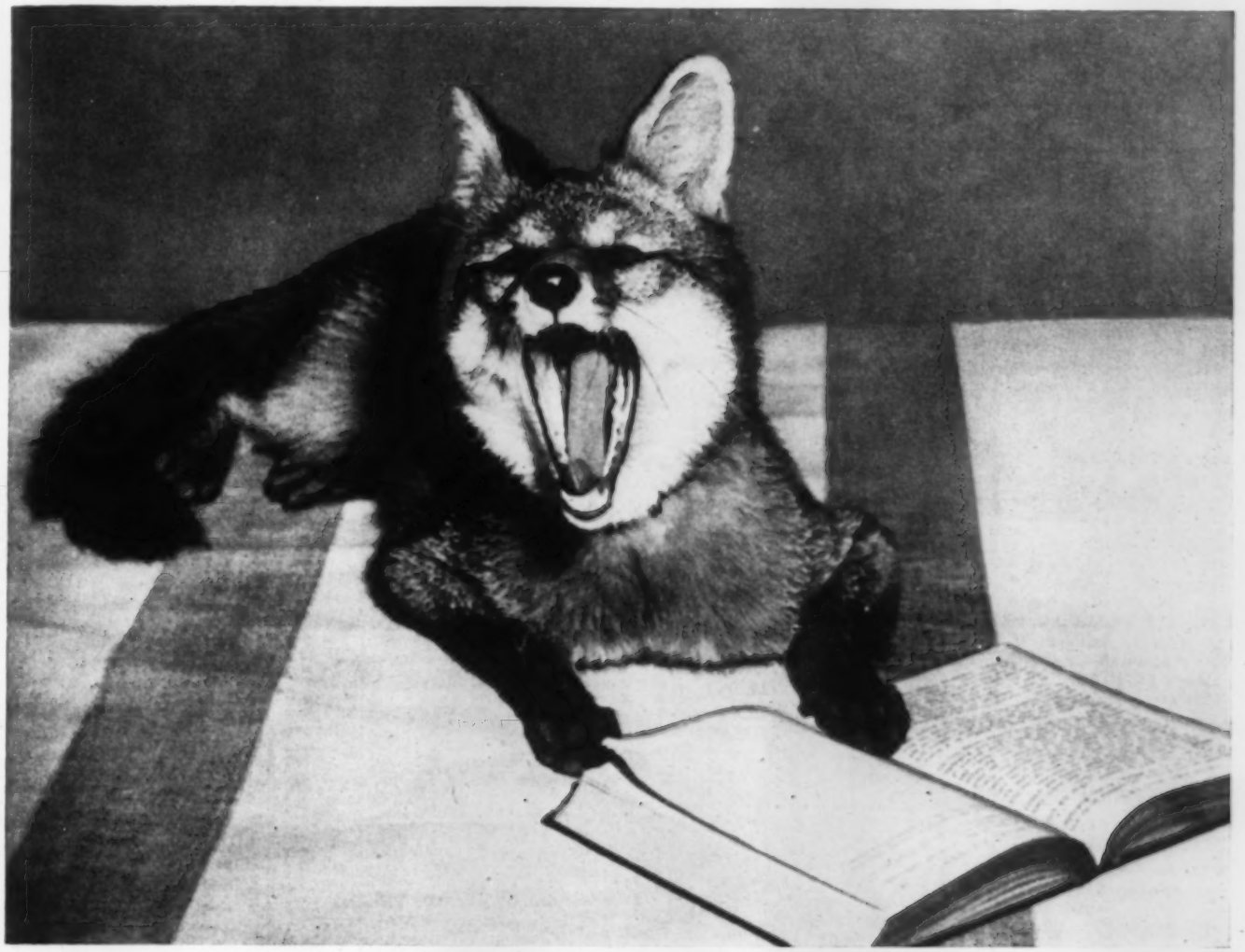
The literal life-and-death struggle has been going on since 1945 when the FCC denied the station its renewal license on grounds of hidden ownership. Much of the time since then was spent in court litigation, with the U. S. Court of Appeals for the District of Columbia at one point reversing the Commission's decision.

However, three weeks ago the U. S. Supreme Court overruled the lower court, citing its own ruling in the WOKO Albany case where it had upheld FCC's power to deny renewal on grounds of misrepresenting ownership.

Uniqueness of the resulting WORL situation arose from the fact that the station, which had asked for an extension of its temporary license to 90 days from the date of the court decision, regardless of its outcome, suddenly changed its plans and requested dismissal of the petition. Since the license under which it had been operating expired June 1, the station expired with it.

In previous instances where sta-

(Continued on page 52)



BORED TO TEARS

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W·I·T·H. We'll just give you a few fast facts:

W·I·T·H is the BIG BARGAIN BUY in the rich Baltimore market. Why? *Because W·I·T·H delivers more regular listeners-per-dollar than any other station in town.*

This means that a LITTLE bit of money goes a LONG way on W·I·T·H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

A Service of Broadcasting Newsweekly

TELECASTING

JUNE 6, 1949

COLOR TV

RMA Reassures Owners of Present Sets

COLOR television flared brightly last week, arousing public interest in its commercial imminence and industry concern over its effect on TV set sales.

Radio Mfrs. Assn. acted Friday to put out this color television fire by assuring the public that present sets will not be made obsolete by UHF assignments or color's eventual emergence from the laboratory.

Two factors caused the widespread interest in color and related status of the UHF band. First, the color question intrigued the public despite FCC's insistence the week before that it only desired color if black-and-white wouldn't be upset and if conversion wouldn't cost too much. Second, CBS sequential color was demonstrated over a closed circuit in an exhibition of medical operative technique.

Calls Committee

RMA called together its FCC Conference Committee after the Commission's carefully worded announcement [BROADCASTING, May 30] had aroused public hopes for color TV. The manufacturers became worried when the alluring prospects of color television stirred public and dealer excitement. They were further agitated by the publicity surrounding the medical demonstration by a company interested in selling hospital television equipment for educational purposes.

An all-day meeting was held Thursday by the RMA group, headed by Max F. Balcom, Sylvania Electric Products, who recently retired as RMA president. The committee met in early afternoon with Sen. Edwin C. Johnson (D-Col.), discussing all phases of broadcasting and television.

Representing the radio and television industry, the RMA committee issued a statement of policy designed to quell the agitation.

First, RMA reminded that FCC has stated that the 12 TV channels now in use for black-and-white will remain intact. It said TV receivers now in use, and those which will continue to be produced and sold "can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser."

Next, RMA said the manufacturing industry agrees with FCC that the present 12 TV channels are inadequate for a complete nationwide service, and with the FCC proposal that UHF channels be added.

RMA reiterated past statements that "a simple and inexpensive converter" can be used to permit present TV sets to receive UHF stations.

The committee's position on color television is that the proposed systems are still in the laboratory stage. "When and if one of these systems is accepted by the FCC and industry as standard, it must be thoroughly field tested and proven under practical broadcasting conditions," it was stated.

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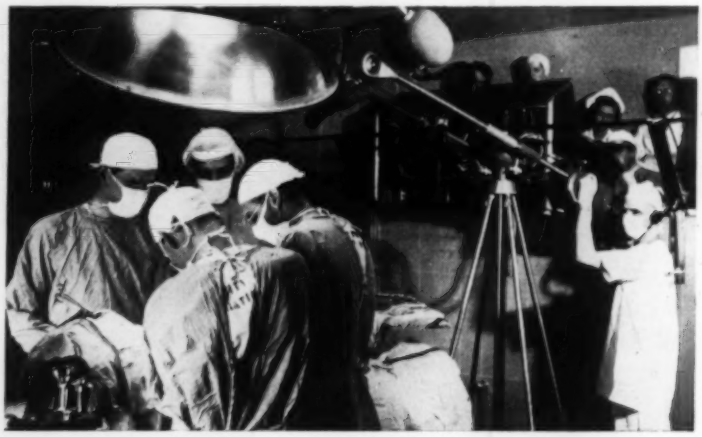


Color television equipment records operation in progress at the U. of Pennsylvania Hospital.

"The industry is in accord with the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications.

RMA wound up its policy declaration with this reassuring statement: "The industry wishes to emphasize that a television receiver purchased today will continue to receive television broadcast and provide fine entertainment for the life of the set."

Taking part in the Thursday conference at RMA headquarters in Washington, besides Chairman Balcom, were Ray C. Cosgrove, executive vice president of Avco and newly elected RMA president; Joseph Elliott, RCA-Victor; H. C. Bonfig, Zenith Radio Corp.; David E. Smith, T. D. Lucas, Philco; John Craig, Crosley Division of Avco; Walter H. Stellner, Motorola; Bond Geddes, RMA executive vice president; James D. Secrest, RMA public relations director.

Though Zenith has been feuding with many TV manufacturers over its claims for a UHF tuning device in present Zenith receivers,

(Continued on page 44)

ASCAP RIGHTS

Tentative Deal On TV Music

TENTATIVE agreement on the basic terms for the use of ASCAP music on video programs has been reached by committees representing the TV networks and the music rights organization, it was learned last week. Deal, reportedly patterned closely after the licenses issued by ASCAP to sound broadcasters, is said to call for a five-year contract covering all non-dramatic performances. Under this proposed agreement it is understood that cooperative network programs would be considered as network programs and paid for at the source, thus eliminating at the outset for TV a problem that has been a major bone of contention between ASCAP and the operators of AM and FM stations.

The network committee, which took over discussions with ASCAP after a breakdown in negotiations between the society and the NAB Television Music Committee early in May [BROADCASTING, May 9, 16, 23], was empowered to discuss the use of ASCAP tunes only on video network shows. There was never any doubt, however, that any deal made by the networks would set a pattern for TV station licenses as well. Accordingly, the NAB overall committee has been informed of each step in the negotiations of the network group.

After the network committee had achieved a basis of understanding with ASCAP, Robert P. Myers, assistant general attorney of NBC and chairman of the NAB TV Music Committee, went into a week-long huddle with Herman Finkelstein, ASCAP resident attorney, in an attempt to reduce to proper legal language the points of agreement and to figure out the effect of these general conclusions on individual uses of ASCAP music on local and network TV programs.

Last Tuesday, Mr. Myers assembled his committee for a full discussion of the current status of negotiations and of the steps which must now be taken to turn the tentative agreement into firm licenses. One of these steps must be made by the ASCAP board, which must ask its members to grant it new broad, long-term licensing rights for television. ASCAP's present agreement with its members gives the society limited TV licensing rights for a limited time, until Dec. 31, 1950. To give the video broadcasters the fuller rights they feel they must have to meet the requirements of day-to-day video programming and to give them five-year licenses, ASCAP obviously needs new and broader rights from its members.

Once these rights have been obtained, ASCAP will be able to offer television stations new licenses along the lines of the present tentative agreement. This would seem to

(Continued on page 32)

SILVER FIRM

Tells Why It Will Use TV

INTERNATIONAL Silver Co., Meriden, Conn., has advised its dealers that it abandoned radio advertising in the belief it was a declining medium and would turn to television in the fall.

In a circular letter explaining its cancellation of the *Ozzie & Harriet* program on CBS Sundays 6:30-7 p.m. the company said it was motivated by:

"1. Our feeling that radio as an advertising medium for our products is declining in value.

"2. The rapid development and growth of television which we believe bears great promise as the best of all media for advertising silverware."

The dealers were advised in the letter, which was signed by Craig D. Munson, vice president and general sales manager, that the silver company would undertake an advertising campaign in every television city.

Although the letter did not amplify the company's plans, it was learned that International Silver, through Young & Rubicam, New York, is looking for a dramatic TV program for network sponsorship. Neither program nor network has been picked.

Funds covering 13 weeks of the *Ozzie & Harriet* program were left in the International Silver advertising budget at the time the company dropped the show, it was said, and this money will be allocated to the television program.

RTDG-NBC CASE

Guild Asks for Mediator

RADIO and Television Directors Guild last week asked for the intervention of a New York state mediator in its effort to obtain recognition for television directors at NBC.

In doing so, the RTDG followed the pattern it originated last winter when it sought and finally obtained recognition from WJZ-TV New York. The same mediator, Mabel Leslie, also will handle the NBC case. NBC, as did WJZ-TV, takes the position that the television directors are management and therefore a union of such directors is an improper bargaining agent.

New Philco TV Sets

FIVE new Philco TV receivers at substantially lower prices ranging from $245.95 to $299.95 were introduced at a meeting of eastern distributors in Philadelphia. "We are giving the consumer the greatest television values in the history of the industry," said James H. Carmine, vice president of distribution. "Our new Model 1104E offers outstanding reception and picture quality at a price $100 under previous Philco 10-inch receivers.

HEADS of the four television groups cooperating with Screen Publicists Guild on its second annual Television Institute, Hollywood [BROADCASTING, **May 30**] **meet to confer on institute plans. They are (l to r): Hal Roach Jr., Television Film Producers Assn.; Harry Lubcke, Academy of Television Arts & Sciences; Claude McCue, Assn. of Broadcast Unions and Guilds; Mal Boyd, Television Producers Assn.**

PULSE TELEVISION RATINGS

CHICAGO

Once a Week Shows

	May
Texaco Star Theatre	56.3
Godfrey & His Friends	45.8
Cubs vs. Cardinals	34.7
Fred Waring Show	34.5
Suspense	32.4
Super Circus	32.0
Broadway Revue	32.0
Quiz Kids	31.4
Break the Bank	31.0
The Goldbergs	30.7

Multi-Weekly Shows

	May
Kukla, Fran & Ollie	29.1
Howdy Doody	20.8
Lucky Pup	20.1
Uncle Mistletoe	20.0
Small Fry Club	19.2

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	36.0	25.9	13.0
April 1949	40.0	28.3	14.0
March 1949	40.4	29.6	12.9

NEW YORK

Once a Week Shows

	May
Texaco Star Theatre	67.0
Broadway Revue	57.7
Godfrey's Talent Scouts	52.4
The Goldbergs	50.4
Godfrey & His Friends	50.2
Toast of the Town	46.5
TV Theatre	41.8
Boxing*	35.3
Fred Waring Show	31.8
Suspense	30.4

Multi-Weekly Shows

	May
Howdy Doody	23.5
Small Fry Club	18.0
Lucky Pup	17.9
Kukla, Fran & Ollie	15.1
Bob Howard Show	14.5

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	36.1	28.9	7.4
April 1949	33.5	25.6	8.9
May 1948	29.6	17.8	12.0

PHILADELPHIA

Once a Week Shows

	May
Texaco Star Theatre	69.5
Godfrey's Talent Scouts	60.7
Godfrey & His Friends	56.2
Toast of the Town	51.8
Broadway Revue	48.0
The Goldbergs	46.7
Stop the Music	40.0
Athletics vs. Senators	39.7
Original Amateur Hour	36.0
TV Theatre	35.0

Multi-Weekly Shows

	May
Howdy Doody	32.8
Phillies Night Baseball	28.5
Phillies Day Baseball	24.7
Small Fry Club	20.4
Western Balladier	15.3

* Last ¼ hour of boxing bouts also included music and Greatest Fights.

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	38.1	29.4	10.8
April 1949	36.8	26.9	11.6
March 1949	38.6	28.1	12.3

CINCINNATI

Once a Week Shows

	May
Texaco Star Theatre	72.8
Broadway Revue	71.5
Bob Smith Show	54.0
Reds vs. Pirates (2 games)	50.2
Charades	50.0
Your Showtime	48.0
Dunninger & Winchell	48.0
Who Said That	47.5
Wrestling	44.9
NBC Drama Theatre	43.0
Colgate Theatre	43.0
Palomino Film Short	43.0

Multi-Weekly Shows

	May
Kukla, Fran & Ollie	40.4
Junior Jamboree	26.9
Kitchen Klub	24.1
Curtain Time	19.0
Lucky Pup	14.0

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	38.8	24.3	17.7

IRISH TELECASTS

Five Grid Games on DuMont

FIVE TOP Notre Dame football games will be telecast next season exclusively by the DuMont network, it was announced in Chicago last week. Games will be carried live on a minimum of 16 eastern and midwestern interconnected affiliates and by film recording on an expected 12 to 15 other TV outlets the day after each game. DuMont has also acquired motion picture theatre rights to the games.

Leslie G. Arries, network sports director, is arranging for telecasting of other football on open-dates, with a 10-game schedule as his objective, he said. As soon as this line-up is completed, the sponsor will be announced, according to Tom Galery, DuMont sales director. RCA Home Instruments Division had an option on five Notre Dame telecasts but dropped it late last week in view of the DuMont higher bidding [BROADCASTING, May 30].

TV AUDITIONS

AFM Approves Film

TO AID SPONSORS buy a live telecast, AFM is permitting its musicians to make auditions on film of live television shows, it was learned last week. In permitting musicians to participate in such films, AFM has stipulated that the reels must not be used for actual telecasts. It also stated that this relaxation of its ban on telefilms is for "an experimental period" and restricted to auditions only.

Joseph Lindwurm, supervisor of radio and television at the AFM's big New York Local 802, in advising members of the change, cautioned:

These film auditions are strictly for live television shows and must not be confused with television film used for actual telecasting.

The American Federation of Musicians has made no agreements for the making of television film. The Federation is merely allowing a show to be made up and placed on film, not to be telecast, but to be viewed by the sponsor before engaging a live cast.

He informed the members further that they must file contracts with his department in advance of an audition and then advise if a contract for a live television show resulted. Members are required to make sure the films are used only for audition purposes and after the audition the film and sound track must be filed with the local's radio department.

Pay for TV audition work is to be the same as for radio auditions—$5.00 per hour in New York.

VIDEO S-R-O

35,000 Visit 'Super Circus'

CHICAGO theatre owners are shying away from the vicinity of WENR-TV's Civic Studio these Sunday afternoons. The spectacle of hundreds of people lined up for ABC's *Super Circus* is a grim reminder of what's happening to their box-office. The one-hour program, telecast 4-5 p.m. (CDT) over ABC-TV, has entertained 35,000 people, in person, since it was opened to the public last October. Admission is on a "first-come-first-served" basis. Consequently, a queue starts forming in front of the studio shortly after noon each Sunday.

Shortly after *Super Circus* was opened to audiences, ABC sought a means of keeping attendance under control. It was decided to admit no adults unless accompanied by children. The idea has helped cut down the crowds, which were composed mostly of adults in the earlier days (Who said circuses are for kids?), but ABC still has its problems.

Super Circus is viewed by an estimated one million persons in 13 cities. Using the "big top" as its basic stage setting, it offers 60 minutes of fast-moving entertainment of a type usually associated with circuses. Telecast for 38 consecutive weeks, as of yesterday, it is sponsored by Canada Dry Ginger Ale and Derby Foods.

WGN-TV

Year Old...

and GROWING FAST!

Yes, WGN-TV is growing fast . . .
in number of program hours, commercial time, number of advertisers and in technical progress.

In April, 1949, WGN-TV averaged 53½ hours of *programming* weekly—more than any other Chicago television station—with almost two-thirds (63%) of this sponsored. The number of advertisers has increased monthly—67 in April as compared with 49 in March. Also in April, 83 hours were sold to national and regional advertisers—more than any other station in the country—as listed in a national television magazine.

In an attempt to further improve reception of its clients' programs, WGN-TV has installed a new antenna 610 feet above ground atop Tribune Tower. The antenna, together with a new transmitter, are proof of WGN-TV's continuous efforts to give the advertiser and the viewer the best possible service.

Add all of this together, and the result—WGN-TV is doing the kind of job that advertisers like. So why not let WGN-TV help increase your sales

. . . join the trend to WGN-TV.

DUMONT WGN-TV CHANNEL 9 · CHICAGO CBS

BOXING

Split of Video Monies Still Undecided

TELEVISION had the boxing industry tied up in a clinch last week with some sharp blows nevertheless being struck in the interim in fighting.

The clinch was the deadlock between the Boxing Managers Guild and Madison Square Garden. At issue is the way telecasting and broadcasting monies are to be split between promoters on the one hand and fighters and managers on the other.

One of the blows struck during the week's deadlock was the surprise thrust by welterweight champ Sugar Ray Robinson and Kid Gavilan. That pair, failing to get a television deal to their liking from the Garden, took off to Philadelphia to sign with the Philadelphia Arena for a bout at Municipal Stadium. The arena, incidentally, is owned by the *Philadelphia Inquirer*, which also owns WFIL-TV Philadelphia.

Meanwhile in Detroit, came word that the middleweight title tiff between Marcel Cerdan and Jake La Motta would not be telecast. Fear of inroads on the gate was given as the reason.

What appeared to be the nub of the whole boxing controversy at the moment was the guild-Garden dispute.

The guild was seeking a 50% cut of all radio and television receipts put on under Garden auspices. The Garden's answer was said to be a sliding scale which would give main-eventers $500 up to $1,000.

How the guild and Garden settled might serve as a model around the country. But during the week, neither side made what was regarded as "any real approach" to the other. No meetings were held.

Meanwhile, telecasters and prospective sponsors, innocent bystanders in the actual dispute but with a heavy interest in the outcome, were eager to have the matter settled so they could bring this kind of entertainment to the public.

Gillette at Standstill

Gillette Razor, for example, through Maxon Inc., its agency, was forced to mark time in signing a new annual contract for radio and television rights at the Garden. Its old agreement ran out last Tuesday, but interested as it might be in a new pact, the Garden was in no position to sign with it until the guild matter was settled.

While the guild-Garden matter was regarded last week as in a stalemate or suspended animation stage, the Robinson-Gavilan bout came along as an outright defiance to the Garden.

The Garden, it was said, had offered Mr. Robinson 40% of the television take and Mr. Gavilan 17½%. The Garden reserved the right to make the deal with the sponsor.

Differing primarily on the latter point, the welterweighters hopped a train for the Quaker City and signed on for 40% for Mr. Robinson and 18½% for Mr. Gavilan. It was left up to all the parties to decide whether the bout would be telecast. If it were, division of air fees would be on the same percentage basis. The bout is scheduled for July 11.

Surveying the entire fight scene, Abe J. Greene, the National Boxing Assn.'s commissioner of boxing, lamented that the telecasting situation had not yet been clarified. His own position is for getting the game before as many people as possible without killing the gate. He believes that many smaller clubs are now dying off because of the impact of television on ringside attendance.

He felt, however, that the Detroit bout between Messrs. Cerdan and LaMotta could well be one where telecasting of the event to eastern audiences would not interfere with the western gate. He said:

"That bout won't pull too many people from the East and I feel it could be televised, even if only outside its local area, to the benefit of all concerned and the public."

ASCAP Rights

(Continued from page 30)

leave the next move up to ASCAP—and officially it does.

However, once ASCAP has gone to its members for these additional rights and prepared new TV licenses, it can not very well go back to its membership again if these licenses are not acceptable to video broadcasters. Accordingly, Mr. Myers is preparing a letter outlining the terms of the proposed agreement which he expects to send to all TV stations early this week. If their reaction is favorable, then presumably ASCAP will go to its members for the new licensing rights it needs. It is also presumable that while these rights are being obtained and the licenses prepared that ASCAP will continue in effect its present blanket video licenses, which are currently scheduled to expire June 15.

If video broadcasters do not approve the proposed license terms, the result might be either a resumption of negotiations to comply with their suggestions or a withdrawal of ASCAP music from all TV programs.

WMBR-TV To DuMont

WMBR-TV Jacksonville, Fla., last week signed an affiliation agreement with the DuMont Television Network. The station, owned by the Florida Broadcasting Co. and stated to be commencing commercial operation on approximately Oct. 1, is a full primary CBS affiliate as well.

Now in 1949

99.7%

of the country's television audience is within reach of these stations

Du Mont Programs Shown Live on these stations		Programs shown on these stations by Du Mont Teletranscription	
WAAM	Baltimore	**KOB-TV**	Albuquerque
WNAC-TV	Boston	**WAGA**	Atlanta
WBEN-TV	Buffalo	**WLW-T**	Cincinnati
WGN-TV	Chicago	**WLW-C**	Columbus
WEWS	Cleveland	**WLW-D**	Dayton
WJBK-TV	Detroit	**WICU**	Erie
WTMJ-TV	Milwaukee	**KLEE-TV**	Houston
WNHC-TV	New Haven	**KTSL**	Los Angeles
WABD*	New York	**WAVE-TV**	Louisville
WFIL-TV	Philadelphia	**WMCT**	Memphis
WDTV*	Pittsburgh	**WTVJ**	Miami
WTVR	Richmond	**KSTP-TV**	Minneapolis - St. Paul
WRGB	Schenectady	**WDSU-TV**	New Orleans
KSD-TV	St. Louis	**KSL**	Salt Lake City
WSPD-TV	Toledo	**KRSC-TV**	Seattle
WTTG*	Washington	**WHEN**	Syracuse

For further information on television advertising, write or call: TELEVISION DUMONT NETWORK **515 Madison Ave., New York 22, N. Y.**

**Du Mont owned and operated stations*

Copyright 1949 Allen B. Du Mont Laboratories, Inc.

LIGHTING IS KEY TO TV RECEPTION

Edward Sobol

"One of the most challenging problems facing TV producers is the absolute solution of lighting problems." This is the word of Edward Sobol, production manager of KNBH, Los Angeles NBC Video outlet. "Good lighting is essential to good picture production. TV stations will sooner or later learn that listeners will quickly tune out the signal which is unclear, fading or distorted."

• • •

Otto K. Olesen Co. is applying the know-how learned in 25 years of specialized lighting techniques to the solution of TV lighting problems. Many video stations are already equipped with tailor made Olesen lights. We'll gladly send you a free catalog which describes and pictures our complete line. *Just mail coupon today.*

OTTO K. OLESEN CO.
1534 Cahuenga Boulevard,
Hollywood 28, California

Gentlemen: Please send me FREE information on Olesen TV lighting:

Name_____

Firm_____

Address_____

Title_____

Film Report

STERLING FILMS INC., New York, has completed 16 mm film *The Princess and the Dragon*. Fairy-tale to delight small fry is enacted with puppets. Available for all television stations. . . . **Charles Christenberry Jr.**, New York television package producer, and **Katherine Rosser**, writer-director, were re-elected **American Television Guild** president and secretary respectively. **Sandy Comora** was elected vice president and **Harrison Weed** treasurer. . . . Contracts for **Telenews**, INS daily newsreel service, have been signed in three new video markets: KPIX (TV) San Francisco, sponsored by **Lewis Food Co.**; KSL-TV Salt Lake City and WFBM-TV Indianapolis. . . .

Puppet Series

Official Television Inc., New York, currently offering for sponsored use, 10-installment series starring **Pirro**, puppet personification of child's whimsy and curiosity. Firm also releasing **Chata**, five-installment serial filmed in Tehuantepec, Mex. Story is of native girl and her pet hen. Information about children's films available from firm, 25 W. 45th St., attention **Irving Leos**. . . . **Sarra**, Chicago, has inaugurated a "Follow Through" service, with **Dr. J. L. Rosenstein**, sales and industrial psychologist, gauging for clients use and effectiveness of films. Analysis is being given several national manufacturers and their products. . . . **Morrie Roizman**, "March of Time" film editor for six years, resigning to "enter into activities beyond scope" of MOT. Considering starting TV film organization or joining television unit of unidentified New York agency. Plans to be announced later. . . .

Frank Lewis Inc., Chicago, has completed series of tests in which quality of reproductions of white enamel and chrome on household appliances was analyzed. Firm, after two years of TV experimentation, plans to make TV spots for several of its national photographic accounts. . . . **Norm Lindquist**, TV director at **Malcolm-Howard Agency**, Chicago, begins production of 12 one-minute spots for **Fohrman Motors**. **Douglas Productions**, same city, is doing live-action institutional shooting. Fohrman, Hudson dealer, will use films during weekly wrestling matches on WBKB (TV) Chicago, which it will sponsor from June 20. . . .

Vaudeville Reels

Film Studios of Chicago is ready to release TV films narrated by Allen Prescott which have been compiled from *Spanuth's Original Vod-A-Vil* shot thirty years ago. Reels, each with three or four old-time vaudeville acts, run eight to nine minutes. WNBK (TV) Cleveland has purchased *Woman Speaks*, from same firm. Achievements of outstanding women are pictured in two series of 13 10-minute shorts. Second of series with **Tommy Bartlett** as narrator is offered to 40 or more stations which have run first, but will not be sold without sponsor.

. . . **Alger Productions**, Hollywood, to produce 39 half-hour films for **Louis Milani Foods**, Los Angeles. Films to cost $7,000 each. Production will start immediately but showings will not be ready before fall of 1950. At that time Milani will have television rights for two years. Agency: **Jordan Co.**, Los Angeles.

Video Tube Salute

RCA and NBC will unite in presentation of a network television salute, commemorating the manufacture of the millionth video picture tube at RCA's Lancaster (Pa.) plant. The program, *A Magic Million*, will be telecast tomorrow (June 7) at 9:30 p.m. It will feature scientific demonstrations, guest stars and various facets of the medium's progress since 1946 when RCA first inaugurated mass production of picture tubes. The milestone salute will also tie in with the inauguration of WGAL-TV Lancaster, latest of the Steinman AM and TV stations, which will be dramatized as a new gateway for the coaxial cable link between the East and West.

AUTHORS' LEAGUE

Dramatists Approve TWG

DRAMATISTS' GUILD Council has voted to admit the newly-formed Television Writers Guild to Authors' League. The Authors Guild already has so voted and only the Radio Writers Guild balloting on this matter remains to be completed. The Authors' League is the parent organization.

TWG's third craft meeting will be held June 9 on "Writing Techniques—Dramatic Adaptations and Originals." Taking part will be: Worthington Minor, CBS producer; Mary Hunter, director of "The Respectful Prostitute"; John Chapman, *Daily News* (N.Y.) theatre critic, and two TWG members, Max Wilk and Benjamin Zavin. Like former craft sessions, the meeting will be in the Johnny Victor Theatre (RCA Exhibition Hall), New York.

TEN-WEEK Television Survey and Workshop course is being offered by University Extension of U. of California, Los Angeles, starting June 15.

KSL-TV BEGINS

Clark Speaks at Dedication

KSL-TV Salt Lake City took the air with regular programming Wednesday (June 1). Station has been operating experimentally since October 1948.

Dedication program was highlighted by a short talk by J. Reuben Clark Jr., president of Radio Service Corp. of Utah, which operates KSL. Mr. Clark pledged to televiewers to bring only the highest in video entertainment to their screens.

". . . We shall do our best not to injure, but to upbuild your family life," he said. Recalling that "for more than 27 years now we [KSL] have. . . .waited in your radio set for you to turn the magic key that brought our voices and our music into your family circle," he added that now "we wait your invitation to enter. . . . with our faces, forms and figures also. . . . We do not wish to be intruders, but we welcome an opportunity to become your guests . . . we clearly see the problems we could raise in the home, and the havoc we might work, if we should come to you with any but the best and the most wholesome that television can provide."

C. Richard Evans is general manager of KSL and Ivor Sharp is executive vice president. KSL-TV operates on Channel 5 (76-82 mc) and is affiliated with CBS, ABC and DuMont.

KBTV(TV) PLANS

July 4 Opening Slated

CONSTRUCTION on KBTV (TV) Dallas is proceeding rapidly, and owner Tom Potter has set July 4 as the opening date. Tests will begin June 15.

Mr. Andrews

First staff appointment, announced last week, is that of Seymour C. ("Andy") Andrews as manager. Mr. Andrews, until recently, was program director of WBAP-TV Fort Worth. He went to Texas last year from Hollywood, where he had worked in radio network and film production as well as the advertising agency field.

KBTV, licensed to Lacy-Potter Television, is building a new modern structure in the 3000 block of Harry Hines Blvd., on high ground just north of downtown Dallas.

Ad Features Video

TELEVISION was highlighted in the quarter-page ad run May 26 in the *New York Times* by the Consolidated Edison System, New York. "For 5¢ you get enough electricity to see 19 half-hour television shows," the ad stated. Copy continued: "We've kept an eye on the future, too. People everywhere have been buying new television sets. . . . In order to provide the additional . . . power needed we're now in the midst of a 435-million-dollar expansion program. . . ." Pictured in the ad was a family seated around a television set.

WKY-TV Studio on Wheels . . .
a completely equipped
mobile unit.

OKLAHOMA'S *first* TV STATION

WKY·TV

now on the air . . .

There's new magic in the heart of the Southwest!

It's television over WKY-TV . . . opening a bright new market for TV advertisers, right in the middle of the great Southwest where business is best. And it's hitting the market with unprecedented impact!

And no wonder! Because WKY-TV has its taproots in the popularity gained from WKY's 25 years of AM broadcasting. It enters the market with the super sales power that only the call letters "WKY" can give a station down here.

This means that when you "buy" WKY-TV, you get more than a picture on the kinescope. You get WKY's prestige and acceptance behind every television message.

A quick call to your local Katz representative will repay you with information about the few availabilities still open.

MAIN STUDIO . . . in t
Little Theatre, Oklaho
Municipal Auditorium.

TRANSMITTER . . . eq
to handle all WKY
AM and FM b

THE WORLD'S TALLEST TELEVISION ANTENNA . . .
Built on top of the WKY-AM radio tower . . .
966 feet above the ground.

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
WKY, Oklahoma City • The Daily Oklahoman • Oklahoma City Times • The Farmer Stockman

REPRESENTED BY
THE KATZ AGENCY, INC.

WKY TV AM FM
CHANNEL 4 • OKLAHOMA CITY

Telestatus

Setting Up of AT&T Co-ax & Relay
(Report 62)

[Editor's Note: Last week AT&T coaxial cable circuits and radio relays were discussed with Mr. Cowan answering the preliminary questions that would be raised by the television broadcaster. The following tells the subsequent procedure that is followed in setting up such a co-ax or relay.]

OUTLINING the company's procedure in opening up a new route, Frank A. Cowan, assistant engineer of AT&T's Long Lines Department, said that the first step is to decide whether coaxial cable or radio relay will provide better service. Wooded rolling country, he said, is particularly favorable for radio relay transmission. The hill-tops provide good tower locations; the roll and the woods eliminate reflections which lakes, rivers, paved highways, salt flats and even treeless plains create for the microwaves used to carry the TV signals.

Location of Towers

If the area is flat and barren and apt to act as a mirror for microwaves, towers must be placed fairly close together, he said, and their cost weighed against that of cable, which is more easily and cheaply installed in flat country than across mountains.

Mountain peaks make good tower sites for transmitting the microwave beams he explained, but it must be remembered that the relay stations have to be serviced and a site which is inaccessible during the winter months will probably not be usable despite its other advantages. Mountains normally do not present much of an interference problem for radio relays as their carrier waves are closely beamed and highly directional and a space 200 feet in diameter is enough for their clear passage.

If the preliminary surveys indicate that radio relay will provide good service, topographical maps are studied, with water and other reflective locations marked, and tentative routes are marked out, Mr. Cowan reported. Then field crews go out to select the best tower sites along those routes.

* * *

AT OPERATING control position at new TV network center in New York, a technician tests, maintains and switches network channels interconnecting local television studios with Bell System's inter-city hookups. Fidelity of both video and sound transmission is checked with built-in picture tubes, oscilliscopes and loudspeakers at each monitoring position.

Next, a list of the proposed tower locations is turned over to the AT&T legal department, which searches out the owners of the sites and attempts to get options for their purchase. Once the options have been obtained, field testing begins in earnest. Crews go out with testing towers, so built as to permit the transmission of signals at various heights from the ground up to 200 feet. These towers are taken to the sites (a process that sometimes requires cutting a path in from a distant highway) where they are erected and anchored in position by guy wires, he explained. These tests are made and if results are favorable all along the route the purchase of the sites is concluded. The route is cleared with the CAA with regard to the proximity of airports and airways and construction applications for each building are submitted to FCC.

Tower Foundation

Knowing from the field tests how high the tower must be at each location, Mr. Cowan continued, drilling crews go in to determine the type of foundation needed to insure the high stability that is necessary to keep the beams in line. Soil and rock samples of their drillings at various depths are sent to the laboratories of experts on such matters for analysis, to determine how deep the foundation must be and how much weight per square foot it can support. AT&T engineers are now trying to standardize the foundations into a couple of dozen types, he said.

The relay station buildings have already been standardized into four styles, largely determined by the height needed to transmit a signal that will reach the next tower in either direction without interference. As the signal path will vary somewhat under changing atmospheric conditions, a wide safety margin is included in all calculations, so that dependable service at all times may be assured, he stated.

With these preliminaries out of the way, Mr. Cowan went on, the company is now ready to get bids from local contractors for the erection of the buildings along a section of the route and to let the contracts. Ten months later, if all goes well, the buildings will be completed and ready for the installation of the relay equipment. By this time AT&T may have expended $100,000 or more per site for land and buildings and, according to Mr. Cowan, it may be difficult to keep that figure from going much higher. He pointed out that roads must be built, power brought in and other facilities provided which are not generally at hand in remote rural locations. In addition, the equipment installed in such buildings may more than double the cost, adding another $150,000 or so, depending on the number of channels provided.

On the average, Mr. Cowan said, it takes a year from the selection of the site until the tower is ready for service. For instance, sites have just been optioned along the Richmond-Norfolk route, which is tentatively due to be put into service in April 1950. Selection of sites along the New York-Chicago route began nearly two years ago, he said, but this was a leisurely process as the new equipment to go into these towers was still in the laboratory stage. Towers built last fall between New York and Philadelphia will be equipped by late summer and that route used to give the new equipment its first extended field test. All of the buildings along the New York-Chicago relay route are scheduled for completion this year, but no date has been set for regular service, pending equipment tests in the eastern link.

Along these routes and in the television terminals of cities on the Bell System networks are large amounts of complex equipment. In the network now in operation, for example, 770 amplifiers maintain the signal energy as it travels from city to city and some 340 additional amplifying devices in the terminals in key telephone buildings are necessary to put the broadcasters' program on the channels.*

Circuit Supervision

Aside from the training of those telephone men who handle local phases of the program, several hundred Long Lines and Bell System Associated Co. craftsmen were trained in the operation of the inter-city television circuits during 1948. Every day, in control rooms along the routes, the technicians who maintain and operate the television networks line up and adjust the facilities before broadcasts are scheduled to begin. Shortly before a show is to start, test pictures and patterns are also sent out to stations about to receive a particular program, such pre-broadcast tests being made to check the fidelity of the transmission signal. In addition, during the actual broadcast, Long Lines and Associated Co. technicians observe the picture and sound quality on monitoring equipment.

Above all, these technicians must meet that conspicuous test of good workmanship: The switch. This is a swift rearrangement of network channels. Guided by the broadcasters' schedules, the technicians must be prepared to add or cut stations from the networks as well as to shift to whatever station is to originate a program. In addition, these precisionists must test the performance, coordinate, and switch the accompanying sound channels, which are routed over separate circuits.

Finally, they give routine performance tests to the hundreds of amplifying devices in the television terminals and in the stations along the coaxial cable, to make sure they are in proper operating condition. And the radio relay equipment must also undergo similar inspection and adjustment.

* Figures through May 1.

MOBILE TV monitor, the "Sherlock Holmes," is a feature of the Long Lines Dept.'s television network control center at AT&T's New York headquarters. Described as a "detective-on-wheels," monitor can be connected to any of center's incoming or outgoing circuits and aid technicians in tracing source in the event of equipment trouble.

* * *

KSD-TV Hits Phoenix

KSD-TV St. Louis reports that on May 4 it received a letter from I. W. Brayer of Whitey's Radio-Record Appliance Co., Phoenix, Ariz., stating that the KSD-TV signal had been received in Phoenix. St. Louis is 1,300 air miles from Phoenix. Station immediately wrote Mr. Brayer asking him to report if the unusual occurrence should ever be repeated. Nine days later Mr. Brayer replied that the reception of KSD-TV's signal in Phoenix is no longer unusual, it has become routine, and that he receives both video and aural.

WHIO-TV DAYTON, OHIO

PRESENTS
VETERAN
SPORTSCASTER
SI BURICK
IN

"SPORTS of all SORTS"

Now sponsored by Coca-Cola on WHIO-TV

• Every sports follower in Dayton and the Miami Valley knows veteran sports editor Si Burick . . . avidly reads his "Si-ings" column in the Dayton Daily News . . . tunes in his evening sports commentary on WHIO (a show which has had a continuous sponsorship since 1935).

Now, over WHIO-TV, Si Burick telecasts a new brand of sports show . . . "Sports of All Sorts." It's a fifteen-minute show featuring a "demonstration" interview with a sportsman representing a different sport each show. Tennis and golf pros, bait and flycasters, expert archers, baseball pitchers, trapshooters, speedboat pilots, and many other sportsmen demonstrate their techniques.

In addition, Si salutes a local "athlete of the week," gives quickie baseball scores and other sports news highlights on this new television program.

"Sports of All Sorts" is now sponsored by Coca-Cola.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

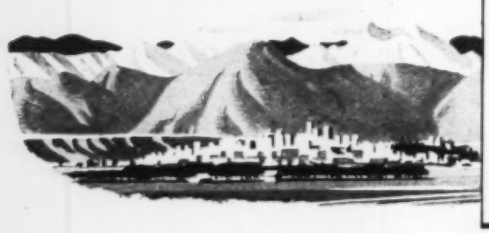
ARE YOU HAVING COVERAGE TROUBLE ON THE PACIFIC COAST?

IF YOUR PACIFIC COAST NETWORK isn't Don Lee, you're losing some mighty important coverage—for only Don Lee has *enough* stations to cover the important places on the big Pacific Coast.

Don Lee has 45 stations, one in each of 45 prosperous markets—within 2 stations of the total of all other Coast networks *combined!* You need a great many *local network stations* to do a thorough job of coverage on the Pacific Coast, where markets are surrounded by mountains (many over 14,000 feet high) that make long-range broadcasting unreliable. Don Lee broadcasts *from within* 45 buying markets, where people cannot always receive out of town or distant broadcasting.

Year in, year out, advertisers with complete distribution on the Pacific Coast choose the network that

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

gives them complete market penetration to match.

Don't leave any places uncovered in any of the 45 important markets. Buy Don Lee for the only *thorough* coverage (from within each market) of the whole, big, 1,352 mile long Pacific Coast.

Don Lee Stations on Parade: KHSL—CHICO, CALIFORNIA

Located in the heart of the wealthy Sacramento Valley, KHSL is not just the only network station in its home county of Butte—the nearest competing network station is 80 miles away in Sacramento. Conlan Survey made during January 1949 gives KHSL 48.2% of the audience (average morning, afternoon and evening)—235% more listeners than the next highest station. Only Don Lee offers this kind of localized market penetration with 45 stations strategically located to give efficient network service all over the vast Pacific Coast area.

The Nation's Greatest Regional Network

Editorial

The Gill Technique

WHAT MAY go down in radio lore as the *Gill Technique* last week issued from the mind and pen of Sam Gill, research director of Sherman & Marquette.

While the Aylesworths and the Coys, the Flys and the Ways were waging the battle of whether TV means sound radio's doomsday and when, Mr. Gill was researching. His mathematics done, and his slide rule sheathed, he has announced preliminary results, depicted elsewhere in this issue.

Mr. Gill worked for a year. He monitored the listening-looking behavior of a cross-section of TV-equipped homes. He found that immediately after the purchase of a TV set, AM listening sank giddily. As the TV-owners became more accustomed to video, they became more selective. In the 9-12 month bracket, AM listening returned to a point not far below that held B.T. (before TV).

Avers Mr. Gill: "This form (AM) of entertainment and education will never become obsolete unless they—the stations—so desire."

Mr. Gill does not play down TV's potency or its potential and the profound effect it will have upon our way of life. The point he makes is that these changes in habits will not always have a negative reaction upon other media.

Amen.

TV will be accommodated just as sound radio was accommodated without sending a single medium to oblivion. It is becoming more and more evident that people make a date with TV, just as they did with the movies. And the movies don't do badly, even now.

The moral is that Mr. Gill researched while others pontificated. Let's have more of the *Gill Technique*.

'Fore'–McFarland

IT HAS BEEN 15 years since Congress has enacted any substantive radio legislation.

In the interim, a number of measures have been offered. All proved abortive.

Now Sen. McFarland (D-Ariz.), chairman of the Senate Communications Subcommittee has introduced a bill which he describes as limited strictly to organizational, administrative and appellate provisions. He emphasized that policy sections were specifically excluded because the "pressing problem of the Commission today deals with its internal organization."

We'll leave to the legislative analysts and the lawyers discovery of any "sleepers" in the bill. We detect none.

Certainly the provisions to raise FCC pay from $10,000 to $15,000 is highly desirable. The same goes for the increase in salaries for professional staff members (though we can't fathom why the confidential secretaries to Commissioners were specifically excluded).

We favor the move for mandatory horizontal reorganization of the FCC. The creation of a buffer unit between the FCC bureaus and the Commission is among the most important of the proposed reforms. Whether much would be gained by splitting the FCC into two panels, or whether it should be three panels or none at all is debatable.

From where we sit, the bill has much to commend it. The judgment of the legislative strategists is awaited. There isn't much time left at this session for action—unless all interested parties agree to its desirability.

We do have a curbstone view. The bill would continue to limit the broadcast license tenure to three years. At this stage of radio's development, and with the procedural and appellate reforms which would be introduced, why not licenses for 20 years or even in perpetuity? The FCC can always invoke renewal or revocation proceedings for cause. It would acquire new "cease and desist" middle-ground authority under the new bill.

There's television and the tremendous investment it entails. We wonder how much "risk" capital will venture into TV with the meager assurance of a three-year license.

NAB's Dropped Stitches

SHADOWS lengthen around the NAB. There's uncertainty about the future because of membership resignations. There's fear of a stampede. This is dangerous talk. But facts, in free society which radio epitomizes, must be reported.

The need for a trade association cannot be questioned. It gets down to the kind of association the broadcasters want as against that which they now have. Can radio afford to have more than one trade organization? There are the elements of waste, expense and weakness stemming from divided camps to be considered. Setting up of competitive or rump organizations could easily play into the hands of radio's enemies—and there are more of them hiding behind whiskers than you'll find in the open.

There are certain fundamentals upon which all in radio are agreed—whether they be AM, FM or TV. It is agreed that radio should remain in private hands, uninhibited by government censorship, business controls or regulatory fiat. Ascribe to these fundamentals, if you will, 90% of the value of a trade organization serving any of the mass information media. The freedoms must be kept inviolate.

So we have a common meeting ground for all in the mass radio media. Although some may not relish the analogy, the American Federation of Labor serves as a good example. It is combatting Taft-Hartley. All of the various AFL unions forget their jurisdictional disputes and their internecine conflicts in that all-out fight. The separate units retain certain autonomies, and pay their own freight.

Why shouldn't radio, with its several diverse interests (and they are not as diverse as some believe) have its own federation of associations, with specialized subdivisions under the same tent? It could be called the NAB or something else. The NAB is a going concern (though some question where it is going). It is there as a nucleus. Let the AM stations, the FM segment (now the FM Assn.) and the TV unit (now Television Broadcasters Assn.), the affiliates and the non-affiliates, perform under the federation banner, in any spheres they elect. Let them hold their own conventions, if they choose. Each would support itself through dues based on the service performed, but with an overriding contribution to the parent association for those non-conflicting functions on the policy level.

A realignment plan, which would have opened board discussion of reorganization, had been drafted for presentation at the last NAB convention in April. It was shunted aside for reasons still beclouded, to consider and act upon the Broadcast Measurement Bureau crisis and the plan to organize Broadcast Advertising Bureau. Both were important. But events which have since transpired confirm the judgment of older and perhaps wiser heads that realignment should not have been side-tracked.

We hope that broadcasters will hold the line until the NAB board meeting next month in New Hampshire. Further resignations now could wreak havoc. President Miller and his board know a job of reorganization confronts them. The task is to pick up those stitches dropped in Chicago.

Our Respects To—

LOUIS GEORGE COWAN

THE NAME of Louis G. Cowan has been linked with a long line of big-time radio hits, ranging from the now perennial *Quiz Kids* to the present national craze, *Stop the Music*.

Mr. Cowan's skill in rolling the Hoopers up the steep side of a graph has led to numerous "successful young man" references to him.

Ask him if he's ever packaged a "flop," and he'll merely take his big right hand—the one that used to heave a shotput at U. of Chicago—and gently knock the wood of his horseshoe-shaped, pickled-oak desk. Mr. Cowan's shows have had extraordinary popularity.

His is a barefoot boy success story which in one respect, at least, is still close to the barefoot boy stage. For he sits in his New York office with his size 12-D shoes off—about the only real idiosyncrasy he indulges.

In physique, scaling 6 feet 3 inches and weighing 225 pounds, he looks like a first-string tackle ten years later, which he wasn't; in coherence and ideas he sounds like a student of philosophy, which he was. He hurried through college so fast (3¼ years) that he just missed Phi Beta Kappa.

The fact that he looks considerably less than his 39 years may be due to the long summer the *Quiz Kids* started nine years ago as a warm weather replacement. The reputed six figure checks associated with the show have made that "summer deal" a happy thing, calculated to arrest the growth of gray hair and other indicia of leaping years.

And yet, among the toughest years he has had have been the past three and a half, during which he set up a show package shop under the name of Louis G. Cowan Inc., with headquarters at 485 Madison Ave., New York.

He went there after distinguished service in the Office of War Information. He had headed the hub office of the OWI's Overseas Branch in New York, having among the 3,000 people under him a virtual Who's Who of magazine editors and broadcasters.

But starting to build his own organization from scratch in New York he considers so great an effort that, in spite of his success, he has serious doubts as to whether it was worth doing. He is likewise serious in asserting that if he had it to do over again, he just wouldn't do it.

What was tough about the past three years was the number of unwilling doors that even a successful showman has difficulty opening, the number of unreceptive ears an idea sales-

(Continued on page 69)

BRAND CONSCIOUS!

Out Texas way, folks are mighty fussy about Brands . . . .

. . . they're fussy about the brands they heat and the kind they eat; about the brands they wear, drive, sip, smoke—and about their brand of listening, too!

Only last Fall, Texans in 65 counties . . . well over a quarter-million radio homes . . . helped C. E. Hooper, Inc., compile a "Listening Area Coverage Index." Asked what stations they listened to "Most Frequently" or "Most of the Time," they spoke right up in true Texas style. The result:

> WOAI roped first place by 2 to 1 in daytime . . . 3 to 1 at night . . . over the second most popular outlet!

These neighbors, plus still additional thousands in our far more extensive nighttime primary, obviously find the WOAI brand of radio very much to their liking.

How's YOUR brand doing here? If you'd like to make this billion-dollar market more conscious of your particular brand, better get your iron in the fire right away! You'll be just in time for the big Fall Roundup!

*REGISTERED, Brands Division
Bexar County Courthouse, San Antonio, Texas.

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

...THE FASTEST GROWING STATION IN...

THE MOST RAPIDLY EXPANDING MEDIUM

WOIC has...

developed a new local program every two weeks since going into operation. Every one of these shows has been sponsored within THIRTY days!

has...

over THIRTY local and THIRTY national advertisers now selling their products or services via Washington's Channel 9.

A RECORD MADE ALL THE MORE REMARKABLE BY THE FACT THAT WOIC HAS BEEN TELECASTING FOR LESS THAN SIX MONTHS!

WOIC

CBS-MBS Television Networks
CHANNEL 9, WASHINGTON, D. C.

SUNSET SOLD ON VIDEO

Credits 100% Sales Gains to WPIX Sports

ATTRIBUTING sales gains of 100% since November to sponsorship of sports telecasts on WPIX (TV) New York, Joseph Rudnick, president of Sunset Appliance Stores Inc., New York, has signed with the station for two more weekly sports events. The retail stores, currently sponsoring *Sport of Call* before weekend afternoon New York Giant baseball games, now presents, in addition, Thursday night boxing from Queensboro Arena, and Tuesday night wrestling from Coney Island Velodrome.

The three-year-old Queens firm, encouraged by success with its winter sponsorship of New York Rover hockey telecasts from Madison Square Garden, has allocated its entire advertising budget to television. The contracts are among the most extensive to be negotiated by a WPIX advertiser, the station said. Sunset also has sponsored wrestling from Eastern Parkway Arena on the *Daily News* station.

The firm concentrates its commercials on set selection and servicing facilities which represent 90% of its business, and backs up its claims with 40 technicians and 11 trucks.

Boxing bouts are telecast Thursdays from 9 p.m. to conclusion, and wrestling Tuesdays at 8:45 p.m.

Mr. Rudnick (seated l) and B. O. Sullivan (seated r) commercial manager of WPIX (TV), complete the negotiations. Standing are Sam Jackson (l), station account executive, and Guy LeBow, quiz master of Sport of Call.

LIBEL SUIT

KTLA (TV), Paramount Mum

FORMAL reply to the $200,000 libel suit brought against Paramount Television Productions and KTLA (TV) Hollywood would come from O'Melveney & Myers, Max Raskoff, member of the Paramount Pictures legal staff, has advised BROADCASTING [BROADCASTING, May 23].

Although Mr. Raskoff declined to comment on the nature of the reply to come, he said that Paramount was formally served with notice of the suit May 20. Di Gorgio Fruit Corp. of Kern County, Calif., has brought the action as result of film presented in May 1948 and paid for by the AFL Film Council and Los Angeles Central Labor Council.

Refusing to be identified by name, a labor leader said that they could prove that all scenes in the picture were "true and accurate." It also was learned that Paramount Television Productions has been asked by letter to retract the alleged libel against the Di Gorgio firm. Neither the station nor Paramount would comment, refusing even to admit the receipt of such a letter.

RCA Victor Home Instrument Dept. has announced new 10-inch direct-view table model TV receiver to retail for $269.50.

Poor Richard Names

JOSEPH L. TINNEY, vice president of WCAU WCAU-TV Philadelphia, was elected second vice president of the Poor Richard Club, same city, advertising club, at the annual elections in May. James J. D. Spillan, executive vice president of the Benjamin Eshleman Co., advertising agency, was elected president. Harry L. Hawkins, assistant business manager of *The Bulletin*, becomes a member of the board of directors. Harold S. Le Duc, vice president of the Bell Telephone Co. of Pennsylvania, was elected first vice president; Samuel Hodges, secretary, and Robert P. Lukens, treasurer. Arthur Joyce, advertising director of the Insurance Co. of North America, was elected a director. Howard C. Story, Arthur J. Adler and Graham Patterson were re-elected directors.

'Videotown' Survey

TELEVISION set ownership in "Videotown" [BROADCASTING, March 7] has increased more than five-fold during the past year, a preliminary tabulation of Newell-Emmett Co.'s second census of its television test community indicates. Field work is now being completed, agency reports, with the results of the study to be available about the middle of June. Like the first study, made a year ago, the current survey comprises a complete census of set installations plus data on the family composition of TV families in the sample city, which Newell-Emmett describes as a town of 40,000-50,000 population, located within 50 miles of New York.

CANADIAN VIDEO

Kinescope Service Envisioned

PLANS FOR Canadian television were outlined by Dr. A. Frigon, CBC general manager, in the CBC staff magazine *Radio*, and include development of "kinescope transcription programs we believe most essential in the public interest." Dr. Frigon points out that when the $4 million loan from the Canadian government is approved by Parliament for the CBC's television development, 5 kw stations will be built at Toronto and Montreal, with provision at Montreal for a second station because of the dual language problem in the area. There also will be production centers to provide programs for local CBC stations at Toronto and Montreal, and to "supply programs to whatever privately-owned stations may be permitted by the government to operate, at points outside Montreal and Toronto." Physical networks will be established by communication companies for CBC in due course, he states, and mobile units will be used for special events telecasting.

Dr. Frigon states that, with TV stations operating regularly only in the United States and at London, England, CBC can consider itself a pioneer in TV when it gets into operation.

3 MARKETS
3 STATIONS
1 TV PROGRAM COST

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Three stations linked by microwave relay—serving an area of 935,000 families, 35,000 television homes—with low-cost, high-interest programs for as little as $1.25 per thousand viewers.

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

RETAILERS' VIDEO

TV 'Mat Service' Formed

MOST effective use a retailer can make of television is through spots and station breaks. His major problem in doing this is obtaining good commercial pictorial material. "The most practical solution to this problem is to provide the retailer with a service through which he can get his film from one source—ready for use—and free of charge."

Mr. Cuff

Based on this line of reasoning, Retailers Television Film Service Inc. has been organized by Sam Cuff, TV consultant, in cooperation with a number of retailers. Headquarters are at 22 E. 40 St., New York.

Calling his service in effect a television mat service, with the manufacturer providing the copy and illustration while the retailer buys the facilities for their reproduction and distribution to the public, Mr. Cuff outlined its operation as follows:

RTFS has an arrangement with Paramount Pictures for use of Paramount's 35mm sight and sound kinescopic recording equipment in making its films, which are produced in groups to keep costs down. RTFS recommends that a group include 10 commercials, three of 40 seconds each allowing for 10 seconds of retailer identification at each end and seven of 12 seconds each allowing for four seconds of retailer identification at each end.

"The ratio of seven to three has been determined by the fact that more and more retailers are getting into the station break premium evening time schedule," RTFS explained in a letter to manufacturers. "We constantly advise retailers to get into this time segment rather than into minute segments of daytime television since, first, there is relatively little difference in rate and, second, the audience reached in the evening is both large and more 'family' in its make up.

"Another reason for the number, and here again 10 fits into the schedule, is the cost. After rather extensive studies, we have ascertained the fact that with adequate preparation on scripts, merchandise presentation and 'dry run' rehearsals, it is possible to complete 10 commercials in the ratio as mentioned above in a four hour studio and recording period.

"By doing this, it is possible to bring manufacturing costs down substantially. The rate for 10 commercials in a four-hour period is $195 each ($1,950 for the 10) on the three to seven ratio. This rate includes basic flats, narrator, demonstrators, full studio staff of three television cameras, recording, one 35mm sound negative (all recording is done on 35mm film, sight and sound simultaneous) and one 35mm print and negative edited. If the manufacturer chooses a protection 'dupe,' it can be made at only a very slight additional cost. In shooting the commercials, several recordings are made of each so that there is ample protection film in the event of any mishap in developing or editing.

"Still another reason for the 10 films is to avoid retailer complications as far as the Robinson-Patman Act is concerned. With 10 films there will be a sufficient supply in any one market to satisfy the normal demands of all the manufacturers' retail outlets."

Every television station in the country will receive a looseleaf binder listing all RTFS films by subject and advertiser, for their use in soliciting retail purchases of spots and station breaks. One key station in each market will also have a complete set of films available for viewing by any interested retailer in the area. However, any TV station may obtain from RTFS prints of any particular films it may want for showing to clients or prospects, Mr. Cuff said, if the manufacturer authorized making the extra prints at $1.50 each. He explained that the key station setup was created for ease in handling of audition films only and that the service is in no way restricted to those stations.

"Any retailer can use any film for any product he carries on any station," Mr. Cuff declared, "provided only that the particular commercial has not been previously restricted by another retailer in the same market." No retailer may get exclusive use of more than two films for any product, he added, so that with a total of ten films there is little chance of a retailer finding himself unable to promote any product he wishes by video.

RTFS has already made films for E-Z-Do Furniture; Frigidaire freezers, ranges, refrigerators and washing machines, Hudson Nylon Hosiery, Presto Pressure Cookers, Bigelow and Rambletuft rugs and Helena Rubenstein cosmetics. A number of others are in the planning stage. Walt Dennis, radio and television director of Allied Stores, Corp., reports this chain so enthusiastic over the venture that it has taken the unprecedented step of urging manufacturers to go into it, even if the films are used by stores competitive to members of the Allied chain.

Highest structure in Paul Bunyan land

FOR KSTP·TV

ANOTHER COMPLETELY ENGINEERED*

TV TOWER by ideco

Straddling the city line between St. Paul and Minneapolis, KSTP-TV's new 571-foot tower is the highest structure in the Northwest.

KSTP-TV, first NBC affiliate, picked IDECO to design and build the tower, for two important reasons:

Triangular section Safety—IDECO triangular design reduces wind load on tower . . . gives added rigidity and freedom from distortion . . . contributes to the 100% safety record of IDECO radio towers.

Complete engineering—IDECO engineering covers the *whole* job—ladders, platform, transmission line supports, foundation drawings to suit specific soil conditions.

Before you build or buy a tower—for AM, FM, TV or all three—investigate how IDECO can relieve you of problems and responsibilities. Write today for bulletins RT-46 and SSRT-1 or ask for figures on your requirements.

INTERNATIONAL DERRICK AND EQUIPMENT COMPANY
Torrance, California • Columbus 8, Ohio

* Ideco engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection after erection. No *extras to buy.*

ideco
TRIANGULAR SECTION
towers
AM · FM · TV

Color TV

(Continued from page 30)

the company concurred in the UHF and color statements on behalf of RMA. Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

Resentment was apparent among some TV manufacturers during the week over what they termed excessive press agentry on behalf of a hospital demonstration. The manufacturers felt that over-exploitation of special closed-circuit equipment could cause irreparable damage to the manufacturing and broadcasting industries because the public would figure color TV had actually been developed but was being deliberately withheld.

They conceded, for the most part, that laboratory progress has been made but pointed out that the field testing and development of receiving sets that can be operated by the public pose difficult problems that may require years to solve. They also conceded, however, that things happen fast in the electronic arts and that development of suitable techniques and apparatus in advance of present hopes is entirely possible.

Prior to the Philadelphia medical demonstration, E. F. McDonald Jr., Zenith Radio Corp. president, wrote C. Mahlon Kline, president of Smith, Kline & French Labs., asking the company to make clear "that this does not mean the coming of color television for the public; that this is not being broadcast but is being carried direct from the transmitters to the receivers by telephone wires."

Commdr. McDonald said "the entire radio manufacturing industry will appreciate your cooperation." He said directors of Radio Mfrs. Assn., meeting in Chicago last month, were "very much disturbed for fear inaccurate stories of this demonstration might get on the press wires and do untold injury to the television industry and mislead the public.

Feared Wrong Reports

"In other words, they were fearful that through inaccurate reporting the press might get the impression that color television for broadcasting purposes and for the public is here. This, of course, you know definitely is not the case as this demonstration is merely a closed circuit demonstration and not a broadcast demonstration.

"I feel sure that you do not want any misleading stories to originate because of this demonstration, and, in passing, it might interest you to know that the same type of demonstration of color television over the telephone wires was made by AT&T at (I believe) the Bell Labs. in 1929."

Ted Leitzell, vice president of Zenith Radio Corp., said: "It would be unfortunate if the press were to interpret this color television demonsrtation as being the immediate forerunner of broadcasting television in color. These instruments (the sets used in the demonstration) are not broadcast receivers in any sense of the word. They have neither tuning mechanism nor provision for handling radio frequencies. They merely reproduce color pictures transmitted to them over a television wire."

Watching Dr. Peter Goldmark (center), director of CBS engineering and research laboratories, as he focuses color television camera by remote control are C. Mahlon Kline (l), president and board chairman of Smith, Kline & French Labs, and Dr. Kendall A. Elsom, of the U. of Pennsylvania's Medical School.

The CBS color television system was demonstrated Monday at the U. of Pennsylvania Hospital, Philadelphia, with a preview audience viewing two operations over a closed circuit. A series of operations will be demonstrated this week at the American Medical Assn. convention in Convention Hall, Atlantic City.

Radio observers who saw the Philadelphia preview described the pictures as sharp, clear, bright and with no flicker. Some claimed they saw color breakup at first but the complaint was not made in many instances. The room was normally lighted.

Pictures were viewed on three receiving sets manufactured and designed by Zenith Radio Corp. and Webster-Chicago Corp., and on a master control. Ten-inch tubes with magnifying lens were used. Images were 441-lines, 75 frames and 150 fields (interlaced) per second. Additional receivers will be set up at the Atlantic City convention. Sequential system was used, with mechanical scanning.

The demonstrations are staged by Smith, Kline & French Labs., Philadelphia pharmaceutical manufacturer and owner of the equipment. The company plans similar demonstrations all over the nation as a contribution to medical teaching.

Dr. Peter Goldmark, CBS director of engineering and research laboratories, who designed the color system, directed the Philadelphia demonstration. At Atlantic City the operations will be performed at the Atlantic City Hospital and beamed by a relay transmitter to the nearby convention auditorium.

Harold E. Stassen, U. of Penn-

sylvania president, declared he was "tremendously impressed" by the demonstration and said he hoped the university's projected $10 million medical center would have color television. Dr. Robin C. Buerki, vice president in charge of medical affairs at the university, said he was "delighted with the extreme mobility and simplicity of the equipment. The teaching hospital of the future," he said, "is almost certain to have color TV equipment as part of its standard facilities."

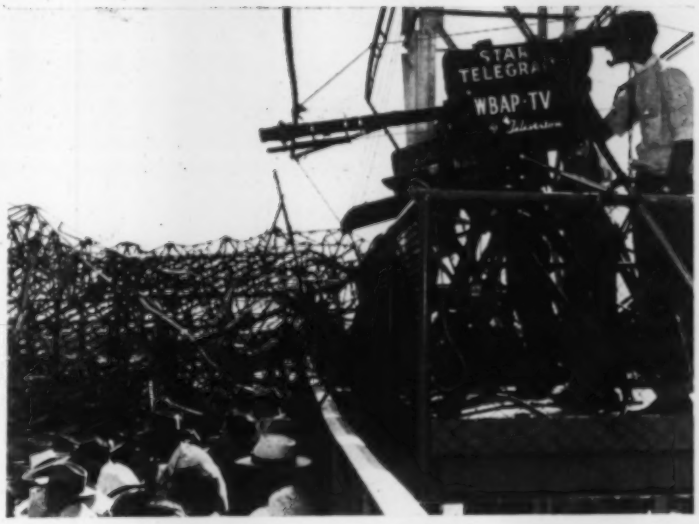
The CBS-designed camera was focused to produce an image larger than the actual subject. It was attached to a 6½-foot steel cross-arm mounted on an upright standard used for surgical lamps. A small box on the other end of the arm contained scanning equipment and served as a counter-weight. The lens was operated 4½-feet from the operating field.

A 32-52 inch control desk was located in the amphitheatre balcony. The band width was 4 mc. Pickup equipment was operated on 115 v 60 cycles and used 26 amperes current.

Dr. Kendall A. Elsom, assistant professor of clinical medicine at Penn., said the color process permitted teaching of medicine as well as surgery, with reproduction of natural skin color a help in dermatology.

Smith, Kline & French Labs. issued a statement explaining how the retentivity of the human eye is utilized in presenting the three colored images sequentially, with aid of the scanning disc. The other sequential process, it was stated, utilizes a single tube on which three color images are produced, the images being superimposed on a projection screen by three lenses.

Adrian Murphy, CBS vice president, said the camera had been developed by Dr. Goldmark and that CBS had no plans to make additional equipment. He cautioned against accepting the surgical color TV demonstration as a demonstration which could be used for commercial TV broadcasting.



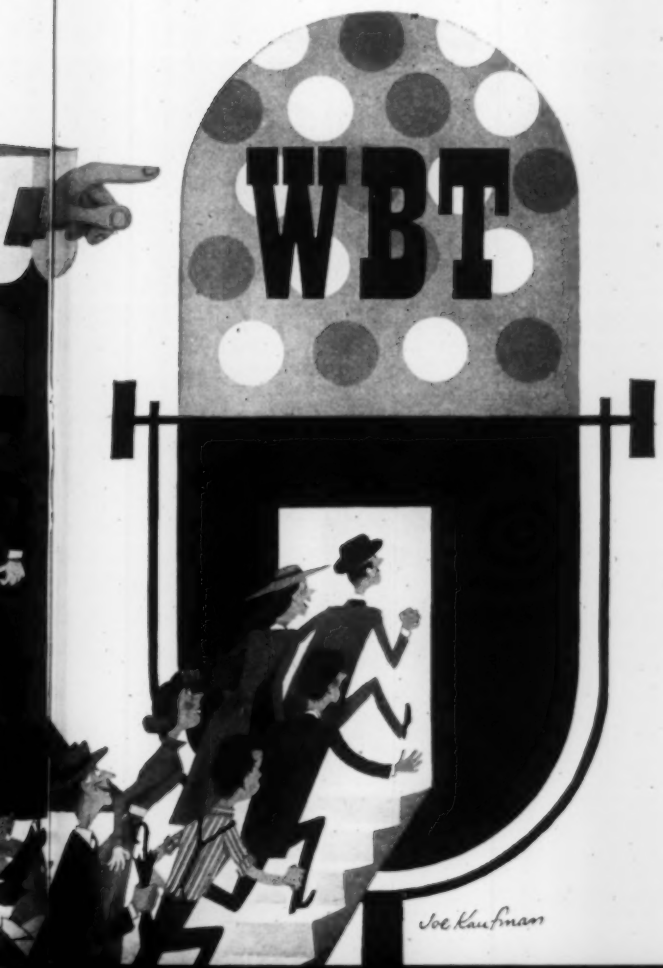
CAMERAS of WBAP-TV Fort Worth, Tex., cover a baseball game as usual despite the million-dollar fire which swept the city's La Grave Field last month. Charred stands in the background testify to the disastrous event. WBAP-TV's remote equipment was on the spot a few hours after the fire to give televiewers a first hand report. Station's camera platform was not harmed and was used later in the day for covering the ball game which went on with temporary bleachers. Two days later, WBAP-TV's mobile unit was called out again to cover the Fort Worth flood.

ROLLER DERBY
TV Introduces Many

SURVEYS conducted among Roller Derby audiences in New York showed that 3,672 fans of the 4,712 who answered the questionnaire were introduced to the sport via television. The derby, which during its last week's run in New York and its Philadelphia appearance sold out, has been telecast on Friday nights since May 6 by WJZ-TV New York, under sponsorship of the Chevrolet Dealers Assn. of New York. Campbell-Ewald, New York, is the agency.

The surveys, conducted on three successive nights, also revealed that of the same 4,712 persons answering, only 212 were lured to the sport by advertisements in the daily press, 346 through sports page publicity, and 112 through interviews on radio sports programs. Jack Burnett, the derby's representative, pointed out that the radio showing, while poor, was probably due to the fact that those who had seen the sport on video, and had also heard it discussed on radio, mentioned only television.

The surveys were conducted both on nights when ABC-TV was telecasting the derby and when it was not, and crowds attending were larger on television nights than on others, the report showed.



As always, the new Charlotte Hooper* shows WBT is the biggest attraction in town. With ratings soaring as high as 20.6 by day and 31.1 at night!

No freak peaks these. *Day and night, all through the week, WBT gets the lion's share of the listeners. A 38.7% bigger average audience than* ALL *other stations combined. Way bigger than the next station by 152.9%!*

(Outside Charlotte, in 94 other Carolina counties, 50,000-watt WBT has virtually NO Charlotte competition!)

Want to make your product the center of attraction in the Carolinas? Sign up with us or Radio Sales.

*Oct. 1948-Feb. 1949

Jefferson Standard **WBT**
Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

Management

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., Cincinnati, received an honorary Doctor of Laws degree at 82d annual commencement of U. of Kentucky on June 3.

LLOYD E. YODER, general manager of KOA Denver, has been re-elected president of Denver Chapter of American Red Cross for 1949-50.

EDWIN K. WHEELER, assistant general manager of WWJ-AM-FM-TV Detroit, was elected one of the five new directors of Detroit's Adcraft Club.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed to publicity committee for "Million Dollar Hartford Days," July 12 and 13.

LIONEL MORIN, formerly of CBJ Chicoutimi, has been appointed manager of CKRL Roberval, Que.

GEORGE N. MILLER has been appointed manager of CHLO St. Thomas, Ont. He was formerly CHLO's London, Ont., sales representative.

KFAR, KENI SIGN
Alaska Outlets With ABC

AFFILIATION of KFAR Fairbanks and KENI Anchorage with ABC was announced last week by Gilbert A. Wellington, national advertising manager of Midnight Sun Broadcasting Co., licensee of both stations. Announcement was made from the Seattle office on behalf of Capt. Austin E. Lathrop, president of Midnight Sun.

Capt. Lathrop

The ABC affiliation became effective June 1 and supplements the stations' affiliation with MBS, which took effect Oct. 1, 1948, and continues.

At the same time announcement was made that tape-recordings are being used for the first time to bring network programs to Alaska. John Keating Recording Studio, Seattle, is tape recording the programs directly off the air. Heretofore, programs have been recorded on discs. Tape recorders also have been installed at KENI and KFAR at a cost of $6,000, Mr. Wellington said. These will be used to record local shows for feed to the network. Most programs fed by ABC and MBS to the stations will be flown from Seattle for broadcast in Alaska one week later, on the same day and time. Programs having special time value will be transmitted live via the Alaska Communications System.

AFM STATION
Opposed by Petrillo Due to Cost

JAMES C. PETRILLO, president of the AFM, and Clair Meeder, his assistant in charge of radio, are opposed to the musicians' union owning and operating a radio station.

That will be made known by Mr. Petrillo in his annual report to the 52d annual convention of the American Federation of Musicians at San Francisco starting today (June 6) and lasting through Friday.

He will tell the membership that one AFM local had submitted a resolution that the AFM president and executive board investigate the feasibility of operating one or more stations. The local cited as reasons for so doing that the AFM could thereby obtain reliable information on station operation which would aid it in negotiations with networks and outlets.

Mr. Petrillo said the same sort of request was made in 1947 of the AFM. It was then decided such a project was too expensive for the AFM to undertake. Now costs of station operation are 40% higher, he said, and the AFM for that reason is again "not in a position to undertake the operation of a radio station."

He will cite the report of the committee which acted on the 1947 radio station resolution. That committee found that construction and operation of a 1 kw station over a year's period would be $71,320 with minimum operations and $107,230 if operated in "an average manner."

Minimum operation costs thereafter would be $38,850 annually but $52,500 if operated on an average basis.

The figures did not include any talent costs and provided only for a very small operational force. The committee added that the AFM could only operate, however, "an above average" station and could not resort to use of "canned music." The project, therefore, would be expensive and the committee could not foresee what income could be had from the operations. Mr. Petrillo will indicate that a station project is even less feasible now than then.

Mr. Petrillo also will report that lifting the ban on the making of television film by musicians is being considered by the international executive board. As soon as possible, he will promise, "we will give the members the proper information as to the prices and conditions under which film may be made for television."

His report also contains a survey of radio staff and commercial broadcast employment for 1947 (1948 figures not yet compiled). The survey, conducted by Mr. Petrillo's office, revealed that radio in the U. S. and Canada paid musicians a total of $24,242,584. This compares with figures a year later of about $11 million paid to musicians by theatres and motion picture studios. Radio thus apparently is giving musicians twice the income that theatres and movies do.

The Petrillo report breaks down the radio employment of musicians. Totals of the various classifications:

Staff employment in U. S.	$14,013,431
Staff employment in Canada	769,889
Network commercial employment in U. S.	7,695,699
Local commercial employment in U. S.	1,242,137
Local commercial employment in Canada	521,428
Total	$24,242,581

His report cites that of 422 U. S. stations employing staff musicians, 321 are network affiliates and 101 independents. Staffers totaled 2,675.

Additionally, a total of 5,431 men were used in commercial broadcasts on a single engagement basis by the four major networks. These were sponsored by 370 agencies or companies in 19,186 broadcasts, his figures show.

RADIO SEMINAR
Educators Meet June 27

SEMINAR on educational radio, sponsored by the Rockefeller Foundation, has been scheduled at U. of Illinois for two weeks beginning June 27, it was announced last week by Dr. Wilbur Schramm, director of the university's Institute of Communications Research.

General theme will be "Where does educational broadcasting go from here?"

Some 30 leading radio educators from the U. S. and abroad are expected to attend the seminar. Consultants already announced for the seminar include Charles Siepmann, head of New York U.'s communications department; Lyman Bryson, public affairs director of CBS, and Paul Lazarsfeld, author of *Radio Listening in America, The People Look at Radio.*

U. of Illinois participants will include in addition to Dr. Schramm: Dr. F. S. Siebert, School of Journalism director; J. W. Albig, Sociology and Anthropology Dept. chairman; Dallas Smythe and C. H. Sandage, Institute of Communications Research; J. F. Wright, director of WILL, U. of Illinois station; Frank Schooley, assistant director of WILL.

MICHIGAN AP
Radio Group Formed

FORMATION in Michigan May 23 of a regional organization of Associated Press radio members was announced last week. F. Granger Weil, general manager of WTTH Port Huron, is president. The Michigan group, formed at Kalamazoo, is the 31st such organization, others of which represent 39 states, Alaska and Washington, D. C.

Serving with Mr. Weil in the Michigan group are three vice presidents: Jim Corbett, WFDF Flint; Bob Geerdes, WFUR Grand Rapids, and Les Biederman, WTCM Traverse City.

Radio Barter

ADVERTISEMENT announcing that the owner of a 1 kw station in a midwestern city of 100,000 would trade his radio property valued at $100,000 for a "midwestern farm or other real estate [of] equal value" appeared in the Kansas City *Star* classified ad section's "Business Opportunity" column recently. The ad prompted Verl Bratton, former general manager of WREN (then Lawrence, now Topeka, Kan.), to comment: "Has the industry reached the status of the pool halls and popcorn vending machines which share space in this 'Business Opportunity' column? Or has some forward-looking broadcaster suddenly awakened to the fact that there are such things as subsidies associated with farming?"

ARRL MANAGER
Budlong Is Named to Post

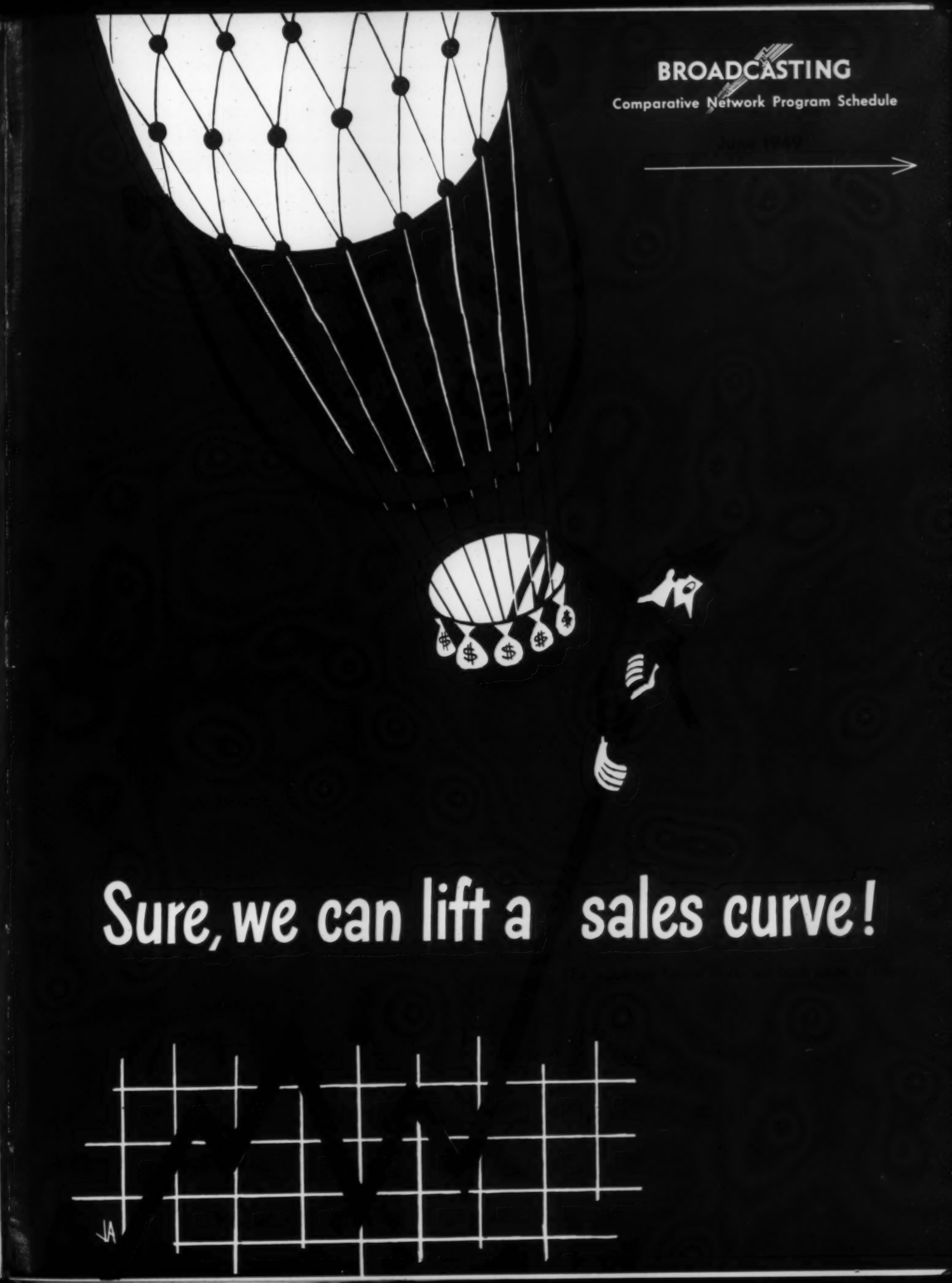
A. L. BUDLONG, for 25 years assistant secretary, American Radio Relay League, was appointed secretary and general manager by the league's board of directors at its annual meeting May 27-28 in Hartford, Conn. Mr. Budlong has been acting secretary of the organization since the death of Secretary K. B. Warner last September.

Mr. Budlong

Mr. Budlong also is editor of the ARRL's monthly publication *QST*. During the war he served as a U. S. Coast Guard communications officer, and was released to inactive duty in 1946 with the rank of lieutenant commander. He has attended several important international radio conferences, including the 1940 and 1945 Inter-American Radio Conferences in Santiago, Chile, and Rio de Janeiro, respectively, the Radio Aids to Navigation Conference in London in 1946, the five-power Moscow Conference in 1946 as the representative of amateur radio in the U. S., and the 1947 International Telecommunications Conference in Atlantic City.

Albuquerque Switch

MBS will switch all co-op and commercial programs in Albuquerque to KVER, effective July 12, William T. Kemp, president and general manager of Westernair Inc., KVER licensee, announced last week. KOB, which formerly carried NBC, ABC and Mutual programs in Albuquerque, gave up MBS sustainers when KVER went on the air in August 1947, Mr. Kemp said. KVER is on 1340 kc with 250 w fulltime.


BROADCASTING
Comparative Network Program Schedule
June 1947
Sure, we can lift a sales curve!

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (457)	Catholic Hour S
6:15	Sosman Bros. Mon. Headlines (219) R	"	"	"
6:30	Goodyear Tirc Greatest Story Ever Told (213)	Int. Silver Co. Adventures of Ozzie & Harriet (150)	Nick Carter S (463)	Dean Martin Jerry Lewis Show
6:45	"	"	"	"
7:00	Think Fast	Amer. Tob Co. Your Hit Parade on P'de (174) R	Adv. of the Falcon S	Rich Diamond Private Detective S
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (188)	Lever Bros. Call the Police (150)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (163)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Old Gold Stop the Music (173)	Wildroot Sam Spade (169) R	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc (173)	"	"	"
8:30	Speidel Corp (171)	Frigidaire Lum 'n' Abner (164) R	Music	NBC Summer Symphony, U S Steel (163)
8:45	Old Gold Cigarettes (173)	"	"	Starts 8-12 "
9:00	Kaiser-Frazer Walter Winchell (272)	TBA	Count of Monte Cristo	"
9:15	Andrew Jergens Louella Parsons (284)	"	"	"
9:30	TBA	Col.-Palm.- Pee Our Miss Brooks (152)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	Carter Products Jimmie Fidler (79)	Life with Luigi	TBA	Eversharp Take It or Leave It (164)
10:15	TBA	"	"	"
10:30	"	It Pays to Be Ignorant S	Don Wright Chorus S	Philip Morris Horace Heidt (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:29 S
6:30		No network	"	Sketches in Melody 6:29-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153)	Mutzoma Gabriel Heatter (211)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.Amer.Rlr. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co. Cavacade of America (152)
8:15	"	"	"	"
8:30	Ella Mae Time	Thos. J. Lipton Godfrey's Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (148)
8:45	Henry Taylor General Motors (262)	"	" *	
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (153)	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	Child's World	"	Secret Missions	Mars Inc. Dr. I. Q. (131)
9:45	String Ensemble	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep deal My Friend Irma (153)	Universal Car-loading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (181)	Mutual Newsreel	Radio City Playhouse S
10:45	"	"	Mutual Concert	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:29 S
6:30	"	No network	"	Sketches in Melody 6:29-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)
8:00	Chesebrough LittleHerman (141)	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Pruno Morris This Your Life (145) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P Tin Pan Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45		"	" *	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Mysterious Traveler	Johnson Wax King's Men (165)
9:45	Rex Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Kwa's-R-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family	TBA	Mutual Newsreel	Brown & W'mson PeopleAreFunny (163)
10:45	C. of C. Let Freedom Ring	"	Concert Notebook	"

WEDNESDAY

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)
6:15	"	You And — S
6:30	"	No network
6:45	"	P & G Ivory L. Thomas (78) R
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)
7:45		Campbell Soup Ed. R. Murrow (153)
8:00	Old Gold Original Amateur Hour (173)	Station Mr. Chameleon (139)
8:15		"
8:30		Showboat Dr. Christian (157) R
8:45	"	"
9:00	TBA	Stage Door Canteen (18)
9:15		
9:30	Miller Brewing Lawrence Welk (26)	Theatre Broadway S
9:45	"	"
10:00	TBA	
10:15		"
10:30	It's Time for Music	Guided Tour Down S
10:45	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	Highlights of the Bible S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Rel. Church, Book To God (251)	Starch Time Faultless Starch (48)
11:15	"	Newsmakers S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Mutual Chamber Music	News with James Fleming 12-12:05
12:15 PM	Foreign Reporter S	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Charles Collingwood S	Albert Warner News	America United S
1:15	Editor at Home S	Elmo Roper S	Charles Kosten Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30		"	Bob Poole S	ClevelandAires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (48)	Fred Waring Show (182) *
10:15	"	Lee Pharmacal Arthur Godfrey (167) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166) R	GeorgiaCrackers	P & G Road of Life (156)
10:45	*See Footnote	National Biscuit Arthur Godfrey 166) R	Tom, Dick & Harry	P & G The Brighter Day (154)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (165) R	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (162)
11:30	West.Elec.Corp. Ted Malone (299)	Contin'al Baking Grand Slam (48)	Philip Morris Against the Storm	Prudential Ins. Josh Borah (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (65)	"	B. T. Babbitt Lora Lawton (137)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Kate Smith Sings (219) S	Music
12:30	Out of Service	Whitehall Helen Trent (54)	Lanny Ross	Special Music
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Bookbags (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Luncheon with Lopez
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (88)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	Pulse of the News	Garden Gate S	"	"
10:00	Johnny Olsen's Get Together	Music for You S	Magic Rhythm	TBA
10:15	"	"	"	"
10:30	"	Tell It Again S	News	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News on Parade	"
11:00	Modern Romances	Cream of Wheat Let's Pretend (154) *	"	Adventures of Frank Merriwell S
11:15	"	"	"	"
11:30	Dave Stewart's Fun Fair	Lever Bros. Junior Miss (167)	TBA	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (298)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barrisoll Washington News S
12:15 PM	"	"	"	Public Affairs S
12:30	Servel Co. What's My Name (118)	Pillsbury Mills Grand Con. Sta. (147)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

SATURDAY

	ABC	CBS
1:30	National Vespers S	Sensation Piano S
1:45	"	"
2:00	Around the World (150) S	Longines-Wittnauer, Longines Symphonette (154)
2:15	"	"
2:30	Co-op Mr. President	You Are There S
2:45	"	"
3:00	Freehand Trailer Harrison Wood (79)	CBS Symphony Orchestra S
3:15	J. P. Bitter Co. Betty Clark Sings (12)	"
3:30	Speaking of Songs	"
3:45	"	"
4:00	Ted Malone	"
4:15	Dick Todd S	"
4:30	Milton Cross' Opera Album	TBA
4:45	"	"
5:00	Music of Today	Longines-Wittnauer Choraliers (166)
5:15	"	"
5:30	Curt Massey	Broadway Is My Beat S
5:45	"	"

E N I N G

WEDNESDAY CBS	MBS	NBC	THURSDAY ABC	CBS	MBS	NBC	FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC	
Mid. Light. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Risso S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Risso S	Honey Dreamers	News Bancroft S	Orchestra S	Bob Warren News Summary S	6:00 PM
You Are S	"	Clem McCarthy 6:15-6:29 S	"	You And — S	"	Clem McCarthy 6:15-6:29 S	"	You And — S	"	Clem McCarthy 6:15 6:29 S	TBA	Memo From UN	"	Arf of Living S	6:15
No output	"	Skyrockets in Melody 6:29-6:45 S	"	No network	"	Skyrockets in Melody 6:29-6:45 S	"	No network	"	Skyrockets in Melody 6:29-6:45 S	Harry Wismer S	Saturday Sports Review S	Bands For Bonds	TBA	6:30
P & G Ivory L. Thom (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Communism & One World S	News Larry Lesueur S	Mr. Allen	"	6:45
P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (103) R	Johnny Thompson S	Coca-Cola Spike Jones (107) R	Hawaii Calls S	"	7:00
P & G Jack Sm (82) R	Dinner Date S	Miles Labs. News of World (151)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)	Bert Andrews S	"	"	"	7:15
Campbell Soup Club (15)	R. B. Semler Gabriel Heatter (92)	Dardanelle Trio S	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Echoes from the Tropics S	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Semler Gabriel Heatter (101)	The UN Is My Beat.	The Eye	R. J. Reynolds Vaughn Monroe (101) R	True or False S	Pet Milk Saturday Night Serenade (145)	7:30
Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R Harkness (27)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)	"	"	"	"	7:45
Starring Mr. Chameleon (128)	Can You Top This S	C-P-P Co. Blondie (155)	TBA	P & G FBI in Peace & War (149) R	Air Force Hour	G.F. Jello Aldrich Family (149)	Norwich Phar. Fat Man (136) R	GF Jello Jack Carson (151) R	TBA	Cities Service Bands of Ameri. (81)	Pat Novak For Hire	Wrigley Gene Autry (165)	Rexall Metal 20 Questions (501)	Anacin Hollywood Star Theatre (53)	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
Showcase Dr. Christian (157) R	International Airport	Kraft Foods Co. Archie Andrews (151)	U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club	G.F. Maxwell Burns & Allen (148) R	Equitable Life This Your FBI (221) R	GF Jello My Favorite Husband (151)R	Conti Products Yours for a Song (17)	R. J. Reynolds Jimmy Durante Show (161)	Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Broken Arrow Cowboy Pal (18)	Scattergood Baines	Bristol-Myers Duffy's Tavern (159)	Go For The House S	Auto-Lite Suspense (169)	Meet Your Match	Kraft Foods Co. Music Hall (148)	Bristol-Myers Break the Bank (183) R	Ford Motor Co Ford Theatre (169)	Opera Concert	Pabst Sales Co. Eddie Cantor (145)	Quiet Please	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (164)	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Theatre Broadway S	Family Theatre S	Bristol-Myers Dist. Attorney (148)	Revere Camera Name the Movie (58) *	Toni Co. Crime Photog. (149)	Sing for Your Supper	Sealtest Variety Theatre (94)	Pan-C. Banas The Sheriff (191)	"	Enchanted Hour	TBA	Musical Etchings	Lizzett & Myers Tales of Fatima (29)	Lombardo USA S	Col.-Palm.-Post Judy Canova (144)	9:30
"	"	Am. Dig. & Dig. The Big Story (163)	"	"	"	" * Falstaff Reynolds Screen Guild Theatre (182)	Ch. Spark Plug Roll Call (215)	"	" *	"	"	"	"	"	9:45
"	Comedy Playhouse S	"	Personal Autograph S	TBA	This Is Paris	"	TBA	Philip Morris Playhouse (149)	Co-op Meet the Press (48)	TBA	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Post Dennis Day (144)	10:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	10:15
Capitol Vue Revue S	Mutual Newsreel	Mars Ovady Curtain Time (145)	We Care S	Campana Sales First Nighter (137)	Mutual Newsreel	General Electric Fred Waring (183)	"	Dance Orchestra	Mutual Newsreel	Col.-Palm.-Post Sports Newsreel (139)	Hayloft Hoedown (107) S *	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	Concert Hall	"	Harrison Wood	"	Concert Hall	"	"	"	Concert Hall	Pro & Con S	"		"	"	10:45

C	CBS	MBS	NBC	MONDAY - FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC
Vesper	Ascension Pens S	Micheal O'Duffy	University of Chicago, Round Table S	(Not in Service)	P & G Dr. Malone (82)	Co-op Happy Gang	Co-op Kit. McCormick S	American Farmer S	Toni Co. Give and Take (149)	Dance Orchestra	R.F.D. America
	"	"	"	Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Chd. Jamboree (202)	Easy Listenin	"	"	"	"
the S	Longines-Wittnauer, Longines Symphonette (164)	Charmer of the Dell	TBA	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (88)	Ph. Morris (360) Miles Lab. (424) Queen for Day	Campbell Soup Double or Nothing (131)	101 Ranch Boys	Dave Stephen's Orch. S	"	Musicana S
	"	"	"	"	P & G Perry Mason (112)	"	"	"	"	"	"
dust	You Are There S	Co-op Bill Cunningham (210)	NBC University Theatre S	Sterling Drug Bride & Groom (291) R	Toni Co. Nora Drake (150)	Say It with Music	General Mills Today's Children (137)	Junior Junction	Columbia Country Journal S	Music	Ed. Tomlinson S
	"	Veteran Wants to Know S	"	"	P & G What Makes You Tick (82)	"	General Mills Light of World (97)	"	"	"	Report on Europe S
trailer Wood	CBS Symphony Orchestra S	Micheal O'Duffy	"	Quaker Oats Talk Your Way Out of It	Babbitt David Harum (55)	Bob Poole Show	P & G Life Beautiful (151)	Treasury Show	Report From Overseas S	Poole's Paradise	Pioneers of Music
Co ort (2)	"	"	"	" (137) "	Miles Labs. Hilltop House (128)	"	P & G Ma Perkins (147)	"	Adv. in Science S	"	"
ol	"	General Foods Juvenile Jury (218)	One Man's Family S	General Electric House Party (272)	Robt. Q. Lewis Show S	Luncheon At Sardi's	P & G Pepper Young (153)	Fascinating Rhythm	Cross Section U. S. A. S	Sports Parade	"
	"	"	"	"	"	"	P & G Right to Happiness (151)	"	"	"	"
ne	"	General Foods House Mystery (478)	Miles Labs. Quiz Kids (159)	Pillsbury Mills Kay Kayser (213)	Beat the Clock S	Miscellaneous Programs	Sterling Drug Bookstage Wife (148)	Tom Glazer's Ballad Box	TBA	Bill Harrington Sings	Your Health Today S
ld	"	"	"	"	"	"	Sterling Drug Stella Dallas (148)	Horse Racing	Horse Racing S	"	Horse Races
ss' am	TBA	TBA	News with Bob Trout S 4:30-4:35	Co-op Ethel & Albert (51)	Lever Bros. Winner Take All (167)	Johnson Family	Sterling Drug Lorenzo Jones (146)	Two Billion' Strong	Saturday at The Chase S	Horse Race	Contrasts
	"	"	Jane Pickens Show 4:35-5:00	Eleanor & Anna	TBA S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)	"	"	First Church Christ. Scientist (85)	"
day	Longines-Wittnauer Ebersmen (166)	Under Arrest S	TBA	Quaker Oats Challenge of the Yukon (234)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)	Tea and Crumpets	Treasury Bandstand	Mutual Concert Hall	J. Morrell Lassie Show (163)
	"	"	"	" "	"	Superman (M-W-F)	General Foods Portia Faces Life (89)	"	"	"	Wormwood Forest S
ay	Broadway Is My Beat S	TBA	Int'l Harvester Harvest of Stars (166)	General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (58)		Make Way for Youth S	"	Matinee at the Meadowbrook
	"	"	"	Derby Foods Sky King (192) *	Miles Labs. Herb Shriner (148) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Far' (58)		"		

As a sales-producer
CBS today holds the
high altitude record
among all networks.
For today you find on
CBS the greatest
aggregation of stars
and the most powerful
facilities combining to
sell billions of dollars
worth of goods to
the largest number
of listeners at the
lowest cost of any
network in radio.
CBS
on

WSAZ-TV PLANS

'49 Opening; Rogers Manager

LAWRENCE H. ROGERS 2d, sales promotion manager of WSAZ Huntington, W. Va., has been appointed station manager of WSAZ-TV, Capt. John A. Kennedy, president of WSAZ Inc. and publisher of the San Diego (Calif.) *Daily Journal*, has announced. The television station is expected to be in operation before the end of the year.

Contracts were signed late last month with RCA for the purchase of all equipment for the station, Capt. Kennedy said. Purchase includes a 5 kw transmitter, a super-turnstile antenna, film camera and projection equipment, and a complete two camera chain. Station officials are negotiating for tower facilities, with actual construction to begin as soon as the construction permit, originally granted Sept. 29, 1948, is renewed by the FCC. WSAZ-TV has been assigned Channel 5 (76-82 mc).

Mr. Rogers has been with WSAZ since 1946. Marshall Rosene will continue as manager of the AM operations, Capt. Kennedy said, and Leroy Kilpatrick will serve as chief engineer for both WSAZ and WSAZ-TV.

KGDM RELINQUISHES

Video CP, Power Boost Plea

E. F. PEFFER, licensee of KGDM Stockton, Calif., and permittee for television Channel 8 (180-186 mc) there, last week advised the FCC he was relinquishing his TV construction permit. He also said he was relinquishing his CP for power boost for KGDM.

Stating only that he has decided not to proceed with television or the AM power increase, Mr. Peffer asked the Commission to dismiss pending applications for extensions of completion dates for the AM and TV facilities. Both of the extensions were designated for consolidated hearing by FCC in April and May but no hearing date has been set.

The AM permit was for boost in power from 5 kw to 10 kw. KGDM is assigned fulltime on 1140 kc and is a CBS affiliate.

Polio Telecast

IN CONNECTION with the Michigan State Polio Preparedness Conference held at Hotel Statler, Detroit, WWJ-TV Detroit presented a telecast illustrating the treatment given infantile paralysis victims. Moderator of the show, Fran Harris, introduced a seven-year-old boy who had recovered sufficiently from polio to return home and a physical therapist who treated him. Also on the program were three physicians prominent in the polio fight. Process used to enable the boy to re-educate his chest and limb muscles was demonstrated, and there was a running explanation of efforts of the National Foundation for Infantile Paralysis to conquer polio.

Discussing plans for WSAZ' new television station are (l to r) David S. Newborg, RCA Cleveland district representative; Messrs. Kilpatrick, Rosene and Rogers.

EAGLE BAN

Pro Team's Ruling May Be Precedent

HOME football games of the Philadelphia Eagles, National Professional League champion, will not be telecast during the 1949 season. James P. Clark, new Eagles' president said the board of directors decided to turn down offers of from $8,000 to $10,000 per game for the TV rights. Board was motivated by a desire to boost the sale of season strips of tickets to the public. It was felt that many regular Eagles' supporters elected not to buy season tickets in order to watch the games at home on their TV sets.

Mr. Clark said that 40,000 tickets are on sale for each home game and that the return of $10,000 in the sale of TV rights would be small indeed when stacked up against the disposal of large blocks of tickets. The Eagles' home contests at Shibe Park last season were telecast.

Commissioner Bert Bell, commenting on the decision of the Philadelphia Eagles in banning telecast of its home games next season, said, "It's up to the individual clubs," but that the National Football League itself is not taking any sides.

Mr. Clark stated that "great numbers of season ticket holders didn't renew their orders this year. We wrote them to find out why and they told us they'd rather stay home and watch the games on television. We can't afford that."

A Philadelphia TV station, which preferred to remain anonymous, had been quoted (misquoted, the station claims) in a wire story to the effect that pro football is one of the sports that needs the most selling to the public and that the best selling medium is TV.

While TV officials pondered what effect the Eagles' ban might have on other sports, it is a fact that TV has served to draw large crowds to the Philadelphia arena to witness the roller derby, now in progress.

The Eagles filled its home Shibe Park to near its 35,000 capacity in two of six games last fall, when the contests were televised. It won the championship but, according to Alexis Thompson, then owner, dropped $32,000. Five college games televised from the U. of Pennsylvania's Franklin Field last fall drew about 70,000 spectators apiece and the televised Army-Navy game at Philadelphia's Municipal Stadium drew 102,000.

But H. Jamison Swarts, U. of Pennsylvania athletic director, pointing to a recent survey conducted among Eastern colleges, said: "Television definitely tends to decrease attendance at sports contests. In our opinion, televising of games of national importance will tend to decrease attendance at small stadiums." Penn's 1949 games will be telecast.

Buffington vs. Buffington

COMPETITION is a great American institution and a fine thing until a firm starts competing with itself. That's the problem facing Al Buffington, head of Al Buffington Co., Baltimore and Hollywood producer. Mr. Buffington discovered recently that KLAC-TV Hollywood had scheduled his firm's *Make Me Sing It* show on Monday at 7:45 p.m., right after his *Name the Star* program had moved to the same time on KTLA(TV) Hollywood. With two of his shows in competition with each other, Mr. Buffington thinks his only recourse is to convince one of the stations that the competition is too tough to beat and one show will have to be moved.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

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* *Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers	120	*53	51	126%	135%
Time Purchased by Local Advertisers:					
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

* *Exclusive of 23 advertisers on a 'promotion-deal'.*
** *In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station"

WQUA

RADIO CENTER
MOLINE, ILL.

REPRESENTED BY RAMBEAU

Brulf W. Olin, Jr., Pres. & Gen. Mgr.

BIRMINGHAM TV

Two TV Stations Set To Start

JULY 1 has been set as the starting date for WBRC-TV Birmingham, Ala., Eloise Smith Hanna, WBRC president and manager, announced last week.

On the same date WAFM-TV Birmingham will begin operation with experimental programming. Announcement was made last week in a special brochure issued by the Voice of Alabama Inc., owner of WAFM-TV, WAPI, and WAFM (FM), all in Birmingham. Full scheduled operation will begin Oct. 1. WAFM-TV will use an RCA six-bay superturnstile antenna located some 1,000 feet above the city atop a four-bay pylon FM antenna. In addition to local programs, WAFM-TV will carry programs of CBS-TV and ABC-TV, according to the brochure. Ed Norton is chairman of the board of Voice of Alabama Inc. and Thad Holt is president and general manager.

WBRC-TV transmitter and studios will be in the new WBRC-FM building atop Red Mountain. A second antenna, which will reach a height of 750 feet above average terrain, is being erected near the building to handle TV.

Plans call for three hours of television operation daily—7-10 p.m., according to G. P. Hamann, manager of WBRC's FM and TV operations. Besides presenting NBC film programs, WBRC-TV will show DuMont programs and will telecast local events, including sports, Mr. Hamann said.

WBRC-TV will be on Channel 4 (66-72 mc). It will operate with 7.25 kw aural and 14.25 kw visual. WAFM-TV will operate on Channel 13 (210-216 mc) with 26 kw visual and 27.2 kw aural.

NEWS INTERNES

Five Schools Send Teachers

FIVE universities are sending journalism instructors to radio stations this summer to serve as internes in news rooms; fifth consecutive year of the interneship program.

Interneships are financed by cash grants made by stations to the Council on Radio Journalism, according to Arthur C. Stringer, NAB staff director. The program was developed in 1945 by NAB and the American Assn. of Schools and Depts. of Journalism "to teach teachers through learning by doing."

The 1949 internes and stations at which they will serve follow: Charles O. Voight Jr., Washington & Lee U., at KCMO Kansas City; Bruce W. Smith, U. of Colorado, at WDUZ Green Bay, Wis.; James R. Young, Ohio State U., at WJOB Hammond, Ind.; Edward C. Jones, Syracuse U., at WLW Cincinnati; Robert M. Pockrass, Pennsylvania State College, at WMAZ Macon, Ga.

FIRST regularly scheduled TV program to go on the air in Detroit, *The Hudson Sketchbook*, celebrated its second birthday May 17. Sponsored by The J. L. Hudson Co., program is telecast on WWJ-TV and produced by Wolfe, Jickling & Conkey advertising agency, Detroit. Enjoying a birthday party are (l to r): Standing—Wally Keip, actor; Ed Hagemeir, staff electrician; Jim Christensen, agency radio-TV director; Ian Harrower, stage manager; seated Cy Anderson, assistant radio-TV director of agency; Gene Holichek, WWJ-TV producer-director; Pat Tobin, moderator, and Dick Beals, actor. Russell Chappell, not shown, is manager of television promotion for Hudson Co.

WDSU-TV EXTENDS

Adds Two Sponsored Shows

REGULAR afternoon program operations were started June 1 by WDSU-TV New Orleans, with all new time segments sponsored, Robert D. Swezey, executive vice president of Stephens Broadcasting Co., WDSU-TV owner, announced last week. Station previously began its seven-day-a-week schedule at 5:15 p.m. New schedule begins at 4 p.m. and will probably be extended to 3:30 p.m. daily about June 15, Mr. Swezey said. WDSU-TV, which operates on Channel 6 (82-88 mc), is now on the air 44 hours weekly.

The new programs are being sponsored by the New Orleans Public Service Inc. (public utilities) and eight local television distributors. Public Service sponsors a half-hour of music, cartoons and features and plans to take a full hour after June 15, according to Mr. Swezey. The dealers' co-op program also is a variety type and is backed by General Electric Supply Co., Industries Sales Corp., Radio Specialty Corp., Southern Music & Television Co., Stratton-Baldwin Co., Walther Bros., Westinghouse Electric Supply Corp. and Woodward Wight Co.

JOINS NBC-TV

WJAR-TV Commenced June 5

WJAR-TV Providence, R. I. has signed as a primary affiliate of NBC-TV it was announced May 27.

Station was to begin operations on Channel 11 June 5 and is 40th affiliate of the NBC television network.

NABET SCHISM

Halts Negotiations at WOR

NEGOTIATIONS at WOR New York between the station and its NABET engineers were halted last week by a schism inside the union.

A group of WOR engineers, claiming to be a majority, broke away from NABET's Hudson chapter and formed an organization called Technical Employes Union.

Reason for the split was said to be dissatisfaction with NABET's failure to stand by original wage demands calling for 15% increases.

The new group, however, could not begin to negotiate for its members until certified by the NLRB. It claimed that through its attorney, Oliver Harper, such certification was in process of being completed.

Clarence Westover, national executive secretary of NABET, discounted the effect of the rupture. He said that to his knowledge the rebellious group had not become an official body through NLRB certification and that he was hopeful NABET would still remain the bargaining agent at WOR.

He defended NABET's record in negotiations with ABC and NBC, where settlements were made with but slight wage increases, and in parleys which led to the WOR deadlock, where the company offer was said to be about 2½%.

Powers to WAAM (TV)

HELEN POWERS, previously in charge of her own production firm, joins WAAM (TV) Baltimore as administrative director effective today (June 6), Samuel Carliner, WAAM executive vice president, announced last Wednesday. Mrs. Powers has been in radio since 1931 when she started in the program department of WCAO Baltimore. She spent four years at WFBR Baltimore, then joined Henry J. Kaufman Adv. Agency, Washington, as radio supervisor, writing and producing *Sally on the Air* and other shows. In 1941 she was named assistant manager of WITH Baltimore, a post she held for six years. Since leaving WITH, she has been in charge of Powers Productions, Baltimore, writing, creating and producing radio and television shows and spot announcements.

Faraway Places

THE EYES of Texas are apparently on WLWT Cincinnati's TV signal these days, and Crosley engineers have their own explanation for the phenomenon—ionized air layers and wave-guide effects. Station received letters from Texans in Gatesville and Hereford, and also from Minnesotans in Murdock and Eden Valley, fully documenting program times, titles and descriptions for telecasts May 15 and 16. Engineers theorize it was probably stratified air which guided station's signal beyond its normal 45-mile range—but also pointed out that the letter-writers must not expect "regular, dependable service from WLWT."

McLEOD NAMED

Succeeds Owen Davis Jr.

VICTOR McLEOD, writer and producer for 10 years for Columbia and Universal pictures and producer of the Bing Crosby, Charlie McCarthy, Jack Carson and Dennis Day radio programs, has been named producer of the *Chevrolet on Broadway* program, NBC-TV, Monday, 8-8:30 p.m. He succeeds Owen Davis Jr. who lost his life in a boating mishap [BROADCASTING, May 30].

At the same time, NBC-TV announced the addition this month of five stations to the 17 already carrying the program. They are WGAL-TV Lancaster, WHAM-TV Rochester, WDEL-TV Wilmington, WJAR-TV Providence, WICU (TV) Erie.

Video Workshop

LAKE GEORGE summer headquarters have been established for New York's Television Workshop. For eight weeks, starting July 5, student television writers, producers and directors will take basic and advanced production training at the resort headquarters. Specially equipped television studio is being set up at Bolton Landing, N. Y.

AMVETS has given special recognition to WTMJ WTMJ-FM Milwaukee series, *They Can Come Back*.

TRUMAN SENDOFF

Given Correspondents

FORMER wartime radio and news correspondents left for London by air last Thursday, and were to take part in memorial services scheduled for this past weekend by the French government. They were accorded a sendoff by President Truman before heading for Normandy where they will view scenes of the Allied landing operation in June 1944.

Among the party of 32 reporters, representing radio networks and stations, newsreels, newspapers, magazines and press associations were the following: Harry Butcher, KIST Santa Barbara, Calif.; Walter L. Cronkite Jr., KMBC Kansas City, Mo. and other stations; George Hicks, NBC; Larry Lesueur, CBS; John MacVane, NBC. They were received by the President at the White House.

FCC Answers Skyway

REPLY to appeal of Skyway Broadcasting Corp. was filed by FCC last week in U. S. Court of Appeals for District of Columbia. Skyway, losing applicant for 1150 kc at Columbus, Ohio, charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio [BROADCASTING, Nov. 15, 1948]. FCC said full hearing had been afforded and case decided on Communications Act regulation requiring equitable distribution of stations. Argument before the court is scheduled Thursday.

'YOUR LIFE'

WMAQ Show Featured

NEWS of *It's Your Life*, authentic tape recorded series on health problems aired over WMAQ Chicago (Sundays 3:30 p.m.) and sponsored by Johnson & Johnson, is spreading rapidly. The program has been featured in national magazines three times in the 29 weeks it has been on the air.

Largest spread on the series appeared in the May 15 issue of *Parade*, Sunday newspaper supplement. Under the heading "A Child's Life Is Saved," *Parade* carried a five-page picture story. Other stories appeared in the Jan. 24 issue of *Time* magazine and the May 2 issue of *Newsweek*.

Series is produced by the Chicago Industrial Health Assn. under the direction of Ben Park. Maraleita Dutton Assoc., Chicago, handles the publicity and promotion for *It's Your Life*.

WLBH (FM) Mattoon, Ill., has announced its 3 kw Gates transmitter has been delivered, and its Collins 8-Ring FM antenna is being mounted on its present AM tower.

TAKE an old transcription, add a touch of ingenuity and the result is a new millinery creation, as shown here by Helen Shenton, musical director of WTOP Washington. Ken Sparnon, musical supervisor and station representative of Broadcast Music Inc., examines the "musical" hat brim which Miss Shenton fashioned from a vinylite 16-inch disc.

Upcoming

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.

June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.

June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.

July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

FCC Files Reply

BRIEF has been filed by FCC in the U. S. Court of Appeals for the District of Columbia in reply to appeal taken by United Detroit Theatres Corp., Detroit TV applicant, last fall. FCC charged that United Detroit failed to substantiate in its appeal why its new TV station request was entitled as claimed to comparative consideration with request by WXYZ-TV Detroit for extension of completion date. Such comparative consideration was denied by FCC in early 1948 [BROADCASTING, March 1, 1948]. The Commission earlier was denied its motion to dismiss the appeal on jurisdictional grounds [BROADCASTING, Oct. 11, 1948].

'TOWN MEETING'

Trip Fund Grows

RADIO LISTENERS have already contributed more than half of the $60,000 budget of the round-the-world tour which *America's Town Meeting of the Air* is to make this summer, George V. Denny, creator and moderator of the ABC series, reported Tuesday. Speaking at a party celebrating the 14th birthday of the discussion series, Mr. Denny said that appeals made on the weekly *Town Hall* broadcasts since late March, augmented late in May with requests for funds transcribed by prominent personages and broadcast by individual ABC affiliates, had produced more than $33,000 —"Dollars for Democracy." He expressed hope that the tour, on which he will be accompanied by some 25 representatives of major American organizations, may be completely financed "on a people's basis."

Plan calls for 13 *Town Meetings* in as many foreign cities, with two Americans and two representatives of the country being visited debating an important current issue in true town meeting style. These foreign *Town Meetings* will be recorded as they occur and the transcriptions flown back to ABC for delayed broadcast in this country, Mr. Denny said.

WWPA to CBS

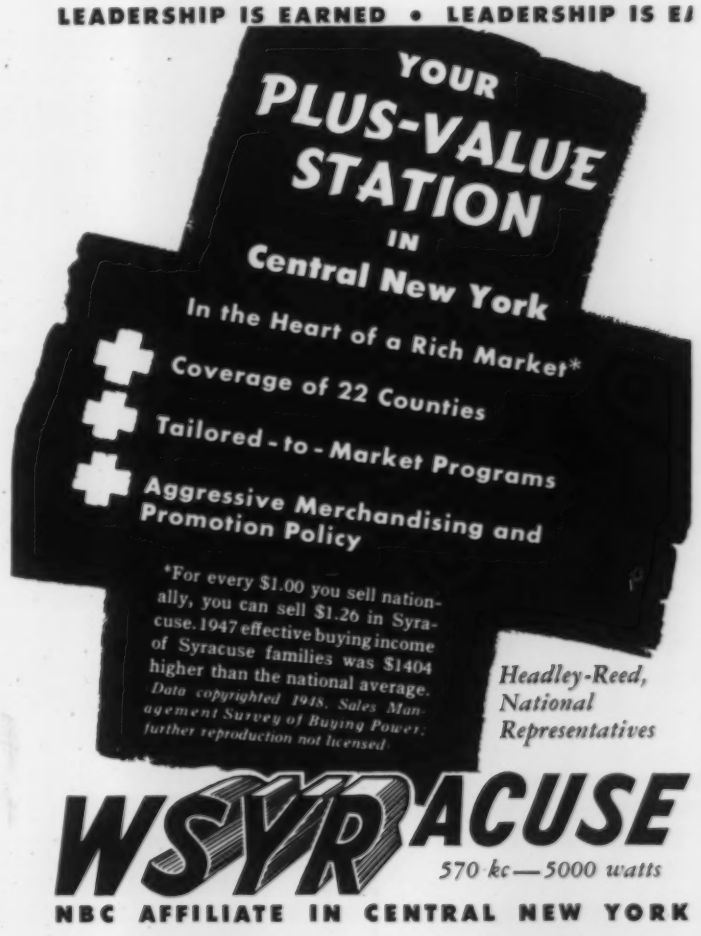
WWPA Williamsport, Pa., new station on 1340 kc fulltime with 250 w, became a CBS affiliate May 22. Owner is Williamsport Radio Broadcasting Assoc., composed of Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson. National representative is Burn-Smith Co.

STATE DEPT

New Asst. Secretaries Allowed

A MEASURE to strengthen and improve organization of the State Dept., by adding four new assistant secretaries and delegating certain responsibilities to others, was signed into law by President Truman May 26. George V. Allen, assistant secretary of state for public affairs, will continue in his present capacity, the State Dept. announced.

Mr. Allen, in that post, will concentrate on serving as high-level staff adviser on domestic and foreign public opinion, and as chief of press relations and other media of public relations for the State Dept. He will continue to supervise the foreign information and exchange program, including Voice of America operations.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STATION
IN
Central New York
In the Heart of a Rich Market*
Coverage of 22 Counties
Tailored-to-Market Programs
Aggressive Merchandising and
Promotion Policy
*For every $1.00 you sell nationally, you can sell $1.26 in Syracuse. 1947 effective buying income of Syracuse families was $1404 higher than the national average.
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Headley-Reed,
National
Representatives
WSYR ACUSE
570 kc—5000 watts
NBC AFFILIATE IN CENTRAL NEW YORK

Mayflower

(Continued from page 23)

'You may speak but only on the prospective conditions that are laid down in our report,'" Comr. Jones wrote. "For my part, I would merely say to the licensee, 'You may speak.'"

The majority summed up its views as follows:

. . . The Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee.

This requires that licensees devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community.

The particular format best suited for the presentation of such programs in a manner consistent with the public interest must be determined by the licensee in the light of the facts of each individual situation. Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views or comments on the various issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues.

Licensee editorialization is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving for the public generally radio as a medium of free expression and fair presentation.

Prestige Considered

FCC conceded that a station's prestige might give additional importance to any cause it espoused. But the majority saw no cause for alarm. The same is true, it pointed out, in the case of "any individual or institution" which has gained prestige. The report continued:

What is against the public interest is for the licensee "to stack the cards" by a deliberate selection of spokesmen for opposing points of view to favor one viewpoint at the expense of the other, whether or not the views of these spokesmen are identified as the views of the licensee or of others.

Assurance of fairness must in the final analysis be achieved, not by the exclusion of particular views because of the source of the views, or the forcefulness with which the view is expressed, but by making the microphone available for the presentation of contrary views without deliberate restrictions designed to impede equally forceful presentation.

The majority said it was "not persuaded that a station's willingness to stand up and be counted on . . . particular issues upon which the licensee has a definite position may not be actually helpful in providing and maintaining a climate of fairness and equal opportunity for the expression of contrary views. Certainly the public has less to fear from the open partisan than from the covert propagandist."

INSTALLATION of new 50 kw General Electric transmitter is completed and tests are now underway at WPTR Albany, Leonard L. Asch, vice president and general manager, has announced. Turning on new transmitter for first time are W. R. Davis (l), vice president in charge of engineering, and Dwelle S. Hoag, station's chief engineer. Equipment is located in Colonie, halfway between Schenectady and Albany. WPTR expects to begin 50 kw operation within several weeks.

But on controversial subjects, the majority cautioned, "news and information" must be presented "in as complete and impartial a manner as possible." Presentations on controversies cannot be "fair or in the public interest where such discussion must take place in a climate of false or misleading information concerning the basic facts of the controversy."

The majority denied that FCC would have to take a stand on the merits of particular issues in event a station's handling were questioned:

The action of the station in carrying or refusing to carry any particular program is of relevance only as the station's actions with respect to such programs fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with inpunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness. . . .

No abridgement of the right of free speech comes from requiring fairness, the majority contended. "On the contrary," the report said, "[we believe] that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions on the paramount issues facing the American people is within both the spirit and letter of the First Amendment."

The report continued:

The most significant meaning of freedom of the radio is the right of the American people to listen to this great medium of communications free from any governmental dictation as to what they can or cannot hear and free alike from similar restraints by private licensees.

Comr. Jones maintained that editorialization by licensees is "in the public interest not on any policy requirement created by the Commission but upon the inviolate terms of the First Amendment."

The majority's failure to discuss the question in terms of the original Mayflower case, he said, indicates either "a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect." He said the majority "does not expressly say that [editorialization] is permitted in the public interest," but merely concludes that "overt licensee editorialization, within reasonable limits and subject to the general requirements of fairness, is not contrary to the public interest."

Any condition prohibiting editorializing, he said, imposes "an unreasonable and unconstitutional condition in violation of the First Amendment." This view, he said, is not at all at odds with his contention that FCC has a right to review a station's past operation to determine whether it has been in the public interest.

Even if he thought such conditions permissible, Comr. Jones said, he could not subscribe to any "as vague as the concept of the duty to be fair." Even constitutional limitations "should be stated in such a way as to be clearly ascertainable," he declared. The problems with respect to editorializing, he continued, should be settled on a case-to-case basis after they occur, not before.

Notes Law

In no event did he feel the problems should be treated in a "report" such as this; the law, he noted, requires that general policy be issued "in a separately stated and currently published codified rule." Consequently he saw "serious questions as to the validity of any substantive programming requirements now created by the Commission."

He accused his colleagues of "gagging at a gnat" in their failure to "come to grips with the licensees' standard practice of editorialization through commentators."

Comr. Jones, a target of Commentator Drew Pearson when nominated to the Commission, continued:

The Commission files are literally filled with legitimate complaints of unfairness by [commentators], the alter egos of licensees, who have become identified with them over a period of years as inextricably as the trade name of the station or network. The ambiguous doctrine of fairness has never been attached to them; the Commission has never felt it had the power to demand the kind of practice it now asserts against their principals —the licensees—in this decision. And the majority completely avoids discussing licensee-commentator fairness.

He asserted that "the Commission is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon person after person without foundation in fact." Networks (as licensees) and their affiliates should be held jointly accountable, he declared.

He also felt FCC should set up rules establishing "standards for the labeling of editorialization," so listeners may easily distinguish between "news" and "comment."

The majority, without going into the question of a station's responsibilities with respect to commentators, acknowledged that editorial expression may take many forms ranging from the overt statement of position by the licensee in person or by his acknowledged spokesmen, to the selection and presentation of news editors and commentators sharing the licensee's general opinions, or the making available of the licensee's facilities . . . to persons or organizations reflecting the licensee's viewpoint. . . ."

Webster Agrees

Comr. Webster, although agreeing with the majority opinion, held that it still left the licensee "in a quandary and a state of confusion" as to "what he can or cannot do." Accordingly he offered his interpretation.

He felt that each licensee is responsible for determining who shall have access to the microphone, but that he must operate "in the interest of the public at large" and that the public must have "reasonable opportunity to hear differing and opposing views on the controversial public issues of interest and importance in the community." When a licensee devotes time to one opinion, he continued, the station must "insure that opposing points of view will also be presented or at least that a reasonable opportunity be afforded for the presentation of such views."

If the licensee airs his views through himself or a spokesman, he continued, "such broadcasts must be handled in the same manner as all other broadcasts of controversial issues and the licensee may not utilize his authority to select the persons to have access to his microphone to advance his own ideas or opinions to the exclusions of others."

Comr. Webster also offered reassurance that "any licensee making a sincere and reasonable effort to serve the needs of his listening audience as a whole in conformity with the precepts set out above should be able to meet his obligation as a licensee of providing service in the public interest, convenience, or necessity."

Comr. Hennock voted against

editorializing because she felt it would be "foolhardy" to permit it in the absence of some method of policing and enforcing the requirement that the public trust granted a licensee be exercised in an impartial manner. She felt that "in the present circumstances, preventing [editorializing] is our only instrument for insuring the proper use of radio in the public interest."

The Mayflower case, dating back to 1941, involved WAAB Boston (now Worcester), which in the past had editorially backed political candidates and ideas indorsed by the licensee, and applicant for WAAB's facilities, Mayflower Broadcasting Corp. FCC renewed WAAB's license, but held that licensees may not air their own views. After industry agitation, FCC set the doctrine down for review last year. The hearings were held in March and April 1948.

FCC's disposition of the problem coincides with the suggestion advanced during the hearing by Morris Novik, public service radio consultant, and to a considerable extent the solutions offered by Cornell U., licensee of WHCU Ithaca, and Ed Craney of the Northwest "XL" stations.

STORM DAMAGE to KTRI Sioux City, Iowa's transmitter line resulted in broadcast operations from a temporary studio in the men's wash room at the transmitter site in Dakota City, Neb. Engineer Larry Jensen (l, kneeling), adjusted the dials while Announcers Win Douglass and Vern Nelson handled narration. The skeptic in the background is Program Director Bob Hansen.

Research Firms

Continued from page 28)

included in scope of the Felix organization, but TV is measured.

Charles C. Flarida Jr.

Specializing in the personal interview method, Charles C. Flarida Jr., 420 Lexington Ave., New York, does depth interviewing to determine product sales related to program rating, pre-tests of programs, tests showing effectiveness of commercials, sponsor identification, limited reports on station coverage, and sets-in-use figures. Covering 44 states, 38 farm counties and 96 urban areas, the sample varies from 2,500 to 10,000, depending upon the requirements of the particular job.

His work on effectiveness of commercials is a continuing process, but the remainder of the measurements are done on contract to individual clients. TV research is likewise done only at special request. The largest TV sample available is 3,000.

From his total sample, there are breakdowns according to area, age group, income, educational levels, occupation, city size and male-female. These samples have been set up using 1948 Bureau of the Census appraisals. No national ratings are made, and all reports are confidential to the clients.

Richard Manville

Richard Manville, 15 W. 45th St., New York, is a leader in radio and TV research. One of the special features of his research program is correlation between users of the product and their viewing of the product's advertising. All of this work is done on contract basis, none is continuous.

The method is a combination of mail ballot, personal interview, and listener panels. It is adaptable to television, providing program rating, sets-in-use and share of audience. Mr. Manville specializes in the correlation of product use with listening or viewing. Some FM work is included. The Manville organization provides breakdowns of its listener information by income levels, product use, male-female, age groups and educational levels.

Market Research Co. of America

Market Research Co. of America, 250 E. 43rd St., New York, has no continuing radio or television measurement service. However, the company has developed a personalized Chronolog recording system, which is sent to a picked sample of 5,000 homes in 250 cities and towns every three months. This sample is carefully selected and projectible to the entire U. S. population. Its principal use is to determine product use by types of families.

Edward J. Noonan

Another in the regional field is Edward J. Noonan, 157 Federal St., Boston. Covering New England and upper New York State, Mr. Noonan's organization will do jobs providing sets-in-use, program ratings, station coverage, sponsor identification, effectiveness of commercials, talent popularity and program preferences. Data is obtained by telephone, personal interview and mail ballots.

Sample size varies from 500 to 20,000, depending upon the job at hand. Naturally there are no national ratings in this regional service. TV research is included in Boston and New Haven, using similar method as in AM jobs. TV reports provide measurement of sets-in-use, share of audience, and program ratings. Noonan has done no FM research, but will do it on contract basis.

The firm also handles market research problems of a general nature.

Alfred L. Politz

Specializing in tailor-made investigations, Alfred L. Politz Research Inc. provides measurements of sets-in-use, program ratings, station coverage, effectiveness of commercials. All work is done by personal interview. Mr. Politz is primarily a consultant on research matters. He says, "We recommend to our clients the use of existing services wherever the information sought justifies this procedure." Mr. Politz will do television research as well as AM, including sets-in-use figures and share of audience.

The probability sample use by the firm is broken down in reporting by age, income, educational level, tenure and rental, and male-female. No national ratings are provided, and all work is tailor-made to the client's needs.

N. C. Rorabaugh Co.

Essentially publishers of reports on TV advertising and AM spot advertising, N. C. Rorabaugh Co. is located at 347 Madison Ave., New York. Reports all TV advertisers by name, product, agency, program, type of announcements, length, type of production, frequency, time and station used. For AM spot advertisers the firm reports about 60% of total spot business, showing product, markets and stations used, number of insertions, frequency and type of spot, general time used. Also does a supplemental report on total TV time expenditures.

Stewart, Dougall & Assoc.

Stewart, Dougall & Assoc., 30 Rockefeller Plaza, New York, specializes in work on marketing and distribution problems. As such it is not primarily concerned with audience measurement, or radio and television research. Primarily its concentration is on new product acceptance, product markets, distribution patterns, and similar material. Each job is done on a special basis for each client.

* * *

In this introduction to the field of available research, BROADCASTING has shown the varied nature of research available, and the kind of work that is being done by the special consulting firms in the business. Some are big, others are small and new. For each, the challenge is to provide more and better facts and figures on which to base advertising plans.

In the next issue, additional firms will be surveyed, with emphasis on specialized TV research.

CALDWELL-CLEMENTS Inc., New York, publisher of *Tele-Tech* and *Radio and Television Retailing*, has mailed out experimental first issues of new magazine, *Television Technician*.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

SIOUX FALLS ONE OF TEN

CITIES IN THE NATION SHOWING THE GREATEST BUSINESS GAINS OVER THE PAST MONTH*

TAKE ADVANTAGE OF THE STRONG, STABLE BUSINESS TREND OF THIS MIDWEST MARKET

AND USE THE BEST SALESMAN SERVING AND SELLING THE RICH SIOUX FALLS TRADE TERRITORY

*Forbes—Magazine of Business

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

EXECUTIVES of Fort Industry Co. and of stations it operates held a three-day business session in Miami Beach recently. Attending meeting were: Seated (l to r)—John D. Montgomery, publisher of *The Florida Sun*, Miami Beach newspaper recently acquired by Fort Industry; J. Harold Ryan, senior vice president and treasurer of Fort Industry; George B. Storer, firm's president; Lee B. Wailes, vice president in charge of Fort Industry operations, and Allen Haid, managing director, WMMN Fairmont, W. Va.; standing—William E. Rine, managing director, WWVA Wheeling, W. Va.; Glenn G. Boundy, Fort Industry chief engineer; Stanton P. Kettler, managing director, WGBS Miami; J. Robert Kerns, managing director, WLOK Lima, Ohio; E. Y. Flanigan, managing director, WSPD WSPD-TV Toledo; Richard E. Jones, managing director, WJBK WJBK-TV Detroit, and James E. Bailey, managing director, WAGA WAGA-TV Atlanta. Attending meeting but not in picture were two other Fort Industry executives, H. A. Steensen, assistant treasurer and comptroller, and John B. Poole, general counsel.

WORL Boston

(Continued from page 28)

tions have gone off the air, they have generally been profitable enterprises and their owners have been willing to accept license extensions until a new licensee took over.

In WORL's case, it had been suffering losses understood to be between $800 and $2,000 weekly since 1947 when the bad publicity resulting from the station's difficulties hit the local papers. Unwilling to continue to underwrite the loss any longer, until a successor was chosen, the ownership terminated operation immediately.

In the final days, the employes, who saw their livelihood disappearing along with the station, took matters into their own hands. They formed an employes' committee consisting of Robert Perry, program director; Miriam Walker, sales staff; Joseph Miller, salesman, and Joe Dineen, Boston *Globe* columnist and WORL contract commentator, chairman.

Appeal Filed

Feeling that they were being punished unfairly for an infraction for which they had not been responsible, the group appealed to the FCC. (In the WOKO revocation of license, the Commission had said, "It cannot reasonably be concluded that any of the WOKO employes need suffer a loss of employment.")

Informed that the FCC must maintain its impartiality, the employes were advised, however, that a solution might be found if the applicants for the station could agree among themselves upon a procedure for underwriting the deficit until the FCC could take action.

With two of the five remaining applicants, Boston Radio Co. and Bunker Hill Broadcasting Co., announcing their intention to withdraw, the employes held lengthy conferences on May 26 and 27 with the three still in the running: Beacon Broadcasting Co., Pilgrim Broadcasting Co., and Joseph Solimene.

Varying proposals whereby the applicants would contribute a certain amount to underwrite the loss for a month were presented. For a time, prospects looked hopeful, with the applicants expressing a willingness to take a loss as a gamble, in order to "keep the pot boiling." Some of the employes offered to contribute money, others agreed to cuts in salary.

Rock upon which the discussions went aground, however, was realization that hearings and legal action could hold up the final award for months and even years. Unwillingness of the applicants to waive their right to protest an award made within the month to one of the others, and consequent inability to assume an indefinite loss for what would be an indefinite period, resulted in complete failure of the negotiations.

Forty-two employes are affected. Known as a "family group," more than half of them had been with WORL from eight to twelve years. Only about three or four had prospects of new jobs.

Not sure just where to place the blame for their predicament, but regarding themselves as "sacrifices" nevertheless, they considered it "someone's responsibility to see that it doesn't happen again to others like us."

Ashley L. Robison, general manager, expressed the opinion that "in case it ever happens again, the employes should be considered. Some provision should be made so that either the employes can carry on the station activities under a temporary license or else the new licensee should be appointed from the competing applicants before the station terminates its activities."

Chief contribution of WORL to the industry was the *920 Club*, the all-recorded, popular music show based on a kilocycle number. On a 10-hour basis, it set the stage for a new type of programming which appealed to listeners and advertisers alike and was copied throughout the country. Idea was originated by George Lasker, general manager of the station from 1938 to the early part of this year when he became vice president of WBMS Boston.

Appropriately enough, the station's final broadcast was the *920 Club* program.

WORL, originally licensed as WBSO to the Babson Statistical Organization, had been on the air since 1926. It was acquired 12 years ago by Broadcasting Service Organization Inc., with principal ownership held by Mr. Lafount and the Cohen brothers. Originally on 920 kc, it had been for many years on 950 kc with 1 kw daytime.

'Tobacco Jamboree'

OVER $10,000 worth of stock in a new McMinn County, Tenn., tobacco warehouse was sold via WLAR Athens in two *Tobacco Jamboree* broadcasts, according to the station. When subscriptions toward the much-needed warehouse began to lag, Otis Parker, WLAR general manager, invited local talent to the studios to stage the radio stock sale. Listeners were asked to phone in requests for musical numbers and entertainment and make pledges for stock subscriptions. Local merchants, along with WLAR, provided the air time. Over $6,000 was raised during the first broadcast and at the request of the Athens Chamber of Commerce a second show was aired, netting an additional $4,000.

FM AUDIENCE

Vital Factor—Ware

ANY DEMANDS by advertisers that their AM time charges be reduced should be met by a showing of FM audience, providing the AM station has FM facilities, William E. Ware, KFMX Council Bluffs, Iowa, FM Assn. president, declared Friday.

"Widespread inroads being made by FM and TV on the nation's radio audience have doomed AM-only stations to a slow but certain death," Mr. Ware said. "And with TV presently mired down by allocation problems and lack of available channels, FM is the only expandable product remaining on the radio market for the next year or so."

Mr. Ware said that where an operator has both AM and FM, "it is FM's opportunity to prove itself a paying proposition. Through an AM station's FM outlet the audience, if anything, is increased. And the station owner should be able to prove to the advertiser's satisfaction that he is getting more for his money than ever before because of the superior characteristics of FM broadcasting." He added that FM coverage "is far beyond that of most AM stations, especially at night."

Concerning the Freeze

As to the FCC's recent announcement concerning the TV freeze, Mr. Ware said: "It is more likely that additional TV channels will not become available until after the first of the year and probably not until March. So far as cornering the advertising dollar, the full impact of TV's threat to AM will not be felt until 1951." He urged AM-FM operators to insist that the networks "keep books" on the extent of the FM audience.

INCOME FIGURES

RCA, Zenith Show Decline

RCA showed a drop in business in the quarter ended March 31 over the previous quarter ending Dec. 31, 1948.

Its gross sales, less discounts, returns and allowances, were $61,872,733 while its operating revenue was $30,141,972. Together, the two total $92,014,705. The latter figure compares with $100,535,090 as shown in its statement ending Dec. 31, 1948, and $87,895,060 in its statement a year ago, ending March 31, 1948. All statements are on file with the SEC.

In other such statements, Zenith Radio Corp. also showed a decline for the quarter ending April 30 over both the previous quarter and the same quarter a year ago. Zenith's gross sales, less discounts, returns and allowances, were $20,568,985 for the quarter ending April 30., $23,620,900 for the quarter ending Jan. 31, 1949, and $21,302,268 for the quarter ending April 30, 1948.

Bekins' Best Buy

(Continued from page 26)

weekly guest singers or groups were included.

Program was averaging a Hooper of 7.3 when it shifted to CBS Pacific stations on Oct. 4, 1948, taking the Wednesday, 7-7:30 p.m. time slot. Lud Gluskin became musical director of the 26 piece orchestra. Miss Norman continued her spot on the show. According to latest Hooper, that show today has the highest rating of any light musical program on the Pacific Coast. With daylight savings, program on May 11 last made another shift and is now broadcast on Wednesday, 7:30-8 p.m. (PST)..

"Just how many new customers our radio programs have brought to Bekins, we cannot say off hand, but we do know that they have made friends for our firm," Mr. Bekins vows. "This is attested to by much of the unsolicited mail that we have received over the years.

"Some people have told us that they've heard of our services during the program and were writing for details. Others expressed appreciation for the 'excellence of the music,' and assured us that when our various offers are needed, we would be remembered. Many others have just sent a 'thank you' for a pleasant program. All these add up to dollars and cents over the years. We consider our radio advertising dollars well spent."

Bekins had its first taste of TV on Jan. 1 last, when it sponsored the two hour New Year's Day Pasadena (Calif.) Rose Parade telecast on KTTV (TV) Hollywood.

To Merchandise *Bekins Hollywood Music Hall*, Bekins sends regular information bulletins and copies of radio commercials to 48 branch managers and in addition utilizes the firm's house organ *Bekinews* to reach all employes. Individual stations of CBS go along with spot announcements calling attention to the broadcast. In addition some billboard promotion is used.

Promotes FM

FULL-PAGE ads promoting FM broadcasting are being run weekly by WFAH (FM) Alliance, Ohio, in the *Alliance Review*, owner of the station. The attractively designed ads all carry the slogan: "For better listening — FM — the velvet voice of radio." Copy explains the advantages of FM broadcasting and the only mention of WFAH is a line at the bottom of each ad stating the advertisement is published by WFAH "in the interest of furthering FM." WFAH is making available to other stations or interested persons mats for the full-page ads, according to Frank A. Hoiles, manager. A charge of $10 is made by the station to cover the production cost.

FIRST 15 PROGRAM HOOPERS-May 30th Report

Program	No. Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Radio Theatre	149	Lever Bros. (JWT)	21.7	19.3	+2.4	3
Walter Winchell	279	Kaiser-Frazer (Weintraub)	18.7	20.8	—2.1	2
Original broadcast 17.4						
Added by 2nd broadcast 1.3†						
My Friend Irma	153	Pepsodent Div. Lever (FC&B)	18.3	18.1	+0.2	4
Godfrey's Talent Scouts	155	Lipton Div. Lever (Y&R)	16.8	15.8	+1.0	12
Jack Benny	174	American Tobacco (BBDO)	16.6	21.0	—4.4	1
Original broadcast 14.2						
Added by 2nd broadcast 2.4†						
McGee & Molly	165	S. C. Johnson & Co. (NL&B)	16.2	17.9	—1.7	5
Suspense	164	Electric Auto-Lite (Newell-Emmett)	14.2	—	—	—
Bob Hope	151	Lever Bros. (Y&R)	13.9	16.9	—3.0	8
Bob Hawk	161	Reynolds Tobacco (Wm. Esty)	12.9	9.1	+3.8	47
Mr. Keen	149	Whitehall Pharmacal (DFS)	12.7	7.9	+4.8	64
People Are Funny	164	B. & W. Tobacco (Seeds)	12.6	10.5	+2.1	30
Crime Photographer	149	Toni-Div. Gillette (FC&B)	12.4	9.2	+3.2	45
Mr. District Attorney	160	Bristol-Myers (DC&S)	12.3	12.6	—0.3	18
Duffy's Tavern	160	Bristol-Myers (Y&R)	12.1	12.3	—0.2	19
Stop the Music (8-9)				—	—	—
(8-8:15, 8.5)	182	P. Lorillard (L&M)	11.8			
(8:15-8:30, 11.3)	182	Eversharp (Biow)				
(8:30-8:45, 14.0)	187	Speidel (Cecil & Presbrey)				
(8:45-9, 13.4)	182	P. Lorillard (L&M)				

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

NEW AM GRANTS

Include Springfield Action

PROPOSED decision to grant application of Lincoln Broadcasting Co. for new AM station at Springfield, Ill., on 970 kc with 1 kw day, 500 w night, fulltime, was announced last Wednesday by FCC. The Commission would deny bid of WMMJ Peoria, Ill., for switch from 1 kw day on 1020 kc to 1 kw fulltime on 970 kc.

FCC would deny the WMMJ request because of increased interference to XEJ Ciudad Jaurez, Mexico, in violation of the interim agreement to the North American Regional Broadcasting Agreement. Comr. Frieda B. Hennock, however, voted in favor of WMMJ over Lincoln.

Separate Grants

The Commission also granted applications of Public Broadcasting Service Inc., for new AM station at Enid, Okla., on 960 kc with 1 kw fulltime, directional, and of KAKC Tulsa, Okla., to switch from 1 kw daytime on 1570 kc to 1 kw day, 500 w night on 970 kc, directional. Both grants are subject to such interference as may be received from the operations proposed by either WMMJ or Lincoln Broadcasting. The Oklahoma actions resulted from FCC's approval of petitions for severance from the 970 kc proceeding and separate consideration.

Comrs. Wayne Coy and Paul A. Walker did not participate in the proposed decision or the action on petitions for severance and grant. Comr. Robert F. Jones favored adoption of the recommended decision of Hearing Examiner Hugh B. Hutchinson, combining all the cases, as FCC's proposed decision.

Ownership details:

Enid, Okla. — Public Broadcasting Service Inc., 960 kc, 1 kw, unlimited, directional. Principals: George Hutchison, lumberman, president 28.57%; George W. Athey, banker, secretary-treasurer 28.57%; George E. Faling, oil drilling equipment maker, vice president 14.29%; Charles P. Cansler, insurance business, director 28.57%. Granted June 1.

Springfield, Ill.—Lincoln Broadcasting Co., 970 kc, 1 kw day, 500 w night, unlimited. Partnership: Alexander Buchan, St. Louis freelance announcer and sportcaster, 33.33%; Gordon Sherman, KMOX St. Louis engineer, 26.68%; Melvin Feldman, WEW St. Louis engineer, 13.33%; Sol Binkin, St. Louis U. radio production unit director, 13.33%; Robert Weiner, Springfield, 13.33%. Proposed grant June 1.

CKRD is call of new 250 w station on 1230 kc at Red Deer, Alta. Gordon S. Henry, formerly manager of CJCA Edmonton, is owner of station. Radio Representatives Ltd., Toronto, is representative in Canada, and Adam J. Young Jr., New York, in U. S.

FCC Revamping

(Continued from page 24)

waning time on the legislative calendar. This was believed especially true with respect to technical aspects of pending bills assigned to the subcommittee, notably one dealing with proposed allocation of a section of the 50 mc band to FM, authored by Rep. William Lemke (R-N. D.). Another would render FCC decisions containing technical or scientific errors appealable to the courts. No action is expected on either. The FM measure is a carryover from the 80th Congress.

Overall, subcommittee members have neither manifested sentiment nor acknowledged "pressure" to "rock the boat" radiowise at this late date. Such measures as the explosive Sheppard bill, authored by Rep. Harry Sheppard (D-Calif.), and one to maintain the power ceiling at 50 kw and break down clear channels, by Rep. Robert L. Ramsay (D-W. Va.), are the most spectacular pending bills. The latter is a companion piece to one introduced by Sen. Johnson last January while Mr. Sheppard's would force roughly $150 million worth of network and independent station properties on the market by prohibiting station ownership by either networks or radio manufacturers.

The new Senate bill is regarded by House interstate communications members as the catchall, with its watered down provisions, which will now eliminate the need for any action on their part.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

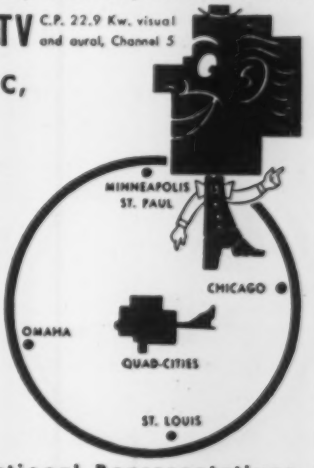
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

'VOICE' FUND

Senate Group Urges Decrease

STATE DEPT.'s hope of retrieving a $2 million House cut for its Voice of America and other information activities appeared destined to fall beneath the axe of an economy-minded Senate last week. In fact, the Appropriations Committee, which reported its own version last Wednesday, recommended a further reduction of $1,656,100.

Final Senate approval of committee recommendations, based on findings of a subcommittee which conducted hearings last month, is expected sometime this week, with little optimism for possible restoration of the decreases.

An increase for Voice activities was considered a certainty only last April when the House passed its version of the combined State, Justice, Commerce budgets. But Senate Appropriations currently is studying resolutions which ask a substantial reduction in government expenditures for the coming fiscal year, beginning July 1. Other appropriations measures were believed to be facing similar cuts in view of growing Congressional sentiment for economy.

House legislation had granted State Dept.'s information and education exchange operations $34 million, or $2 million below budget estimates but $2,900,000 over this year's fiscal allotment [BROADCASTING, April 11]. About $1 million of this boost was contemplated for the Voice, allowing for non-recurring items.

The Senate committee recommended a total of $32,343,900 for information activities, and $260,172,456 for State Dept. overall, compared to $271,405,656 effected by the House. It noted, however, that 1950's sum would, in effect, still exceed last year's by about $3,700,000—or roughly 10%—and added: "We believe that we have provided sufficient funds for a good information and educational exchange program to be undertaken." "Paper" increase is $1,243,900, which does not account for relay bases—non-recurring costs.

The fact that the committee allowed $514,900 for establishment of domestic radio facilities was regarded as little balm to State Dept., for that amount is included in the overall sum, and within the cut. Facilities are described as new curtain-type antennas, originally requested by State in House testimony for its domestic shortwave transmitters.

Noting the House had deleted this item, the Senate committee said it "was impressed with the necessity for this equipment," which department officials testified would help dissolve problems arising from potential Soviet jamming activities.

Total appropriations would include radio activities, acquisition and production of motion pictures and visual materials, purchase or rental of technical equipment and narration and script-writing. For U. S. participation in international activities, $6,378 was allotted for the Inter-American Radio Office, and $146,311 for the International Telecommunication Union.

In addition, the committee makes no allowance for contract authorizations, which totaled $2,900,000 as recommended by the House. For salaries and expenses it allows $76,652,100, same as urged by the House—a total below 1950 budget estimates but above current appropriations.

In testimony before the committee, released last week, the State Dept. sought funds, not only for antennas, but also for production of shows for local broadcasting abroad. The effect of the $200,000 House cut, officials said, would be to eliminate this latter activity entirely. An additional reduction, requested originally by the Senate subcommittee, also would necessitate the elimination of broadcasts in five languages on plans already formulated, they stated. Reduction also would affect administrative travel required for inspection and supervision of radio relay bases overseas.

Speaking for State's package show program and restoration of the House decrease, George V. Allen, assistant secretary of state for public affairs, reminded that last year Congressional committees "emphasized strongly that we should do more, as other countries have been doing in this information activity, to place programs on local radio stations (abroad)."

Also testifying on behalf of the information program and the Voice was Sen. Karl Mundt (R-S. D.), who appealed to the subcommittee not to shave off $2 million "from the only program we have which is trying to publicize and advertise and make permanent the advantages we seek to secure with the $21 billion program to fight Communism . . ." He said the $34 million allotted by the House was small compared to that spent for weapons and food, and "in terms of what Americans consider legitimate percentages for advertising."

Sen. Allen J. Ellender Sr. (D-La.) told Sen. Mundt it was "very unfortunate that more of us did not read and study more carefully the so-called Smith-Mundt Act. When I voted for that measure I thought I was voting to spread the Gospel by way of radio and not all of these additional things that we are called upon now to do."

CBS CLAIMS TOP POSITION

Brochure Says Program Changes Responsible

CBS last week claimed "a revolutionary shift" in the comparative positions of networks via a 22-page promotional piece. It put itself in No. 1 position.

The booklet attributed the shift to CBS program changes of last winter. Most of the data cited on audience were based on Hooper and Nielsen studies.

Besides audience pre-eminence, the brochure claimed CBS leadership in value delivered, power of facilities, program ratings, costs and billings.

Sent out with the brochure to agencies, clients and prospects was a covering letter signed by William C. Gittinger, CBS vice president in charge of sales. His letter said that the audience data are a forecast of what will happen in the fall when Edgar Bergen, Bing Crosby, Burns and Allen, Groucho Marx and Red Skelton are added to the CBS schedule.

Program popularity ratings, based on Hooper sponsored averages from January to April 1949, put CBS in the lead, the booklet declared. It said CBS had the most popular nighttime schedule with an hour-by-hour, nightly average of 11.2 as against 10.6 for NBC. CBS also had eight of the top 15 programs, had the most popular daytime schedule, with an average rating of 5.9 as against 5.1 for NBC, and seven of the "top ten" programs in the daytime, the brochure said.

Nielsen figures gave CBS the biggest nighttime audience, with 13.4 as against 11.7 for NBC; 11 of the "top 20" nighttime programs; the biggest daytime audience; the biggest single audience in all radio, 10,410,000 for *Lux Radio Theatre*, and biggest overall audience, with 26.3 as against NBC's 25.2.

The end result, the booklet concluded, is that CBS delivers the lowest average cost-per-thousand, with $1.67 as against $1.82 for NBC.

CBS advertiser acceptance was indicated, said the booklet, by figures showing that Hooper sponsored minutes over the January-to-April period gave it a nighttime lead of 1,578 sponsored minutes as against 1,552 for NBC and in the daytime of 2,216 against 1,920 for NBC. Publishers Information Bureau data also indicated CBS led in billings for first quarter of 1949, the figures being $17,053,544 as against $17,003,602 for NBC.

CBS claimed 1,555,450 w total power as against NBC's 1,517,350 w and greatest average station power, 9,370 w against 9,309 w for NBC.

HOOD TO KFDX

Is Vice President, Manager

W. P. (Bill) HOOD has been appointed vice president and general manager of KFDX Wichita Falls, Tex., Darrold A. Cannan, president of Wichtex Broadcasting Co., owner of the station, announced last week. At the same time Mr. Cannan announced the resignation of Charles E. Clough as commercial manager. Mr. Clough has joined KWFT Wichita Falls, as general manager.

Mr. Hood for the past five years has been general advertising manager of White's Auto Stores, a statewide chain in Texas. Before that he was general manager of KWFT. From 1933 to 1935 he was manager of KGKO Wichita Falls, since deleted.

Radio Institute

EMPLOYES of 30 radio stations have registered for the eighth annual NBC-Northwestern U. Summer Radio Institute at NBC Chicago, according to Judith Waller, director of public affairs and education at the Central Division. She is co-director of the institute, which this year is offering only graduate level courses. Of the 77 registrants thus far, 63 are men. They come from 27 states and Canada.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

HOUSEWIFE LISTENING FACTS

Ohio State Finds 31.6% Sets in Use

RADIO sets were in use in 31.6% of the homes in Columbus, Ohio, contacted during a survey of household activities and daytime radio listening.

On the other hand, only 3.8% of the housewives reached were reading newspapers at the time of contact.

The survey was conducted as third in a series by the Ohio State U. Dept. of Speech, under direction of Prof. Harrison B. Summers.

Of the housewives listening to the radio, it was found that 82.5% were engaged in other activities, with 18.5% "resting, just listening." The "other activities" at time of listening were principally of the quiet type such as ironing, dishwashing, sewing and mending, and eating meals in that order.

Extensive data showing just what housewives do during the daytime are included in the study, based on coincidental telephone calls to some 6,000 homes April 25-27. Area covered included Columbus and the adjacent suburbs of Bexley, Grandview and Upper Arlington. Calls were completed in approximately 3,500 homes, spaced from 7:30 a.m. to 6 p.m.

Data cover only activities and radio listening of women, according to the study, the number of men supplying information being too small to justify detailed analysis. The calls were made in the first half of the week, causing "a somewhat heavy loading" of such activities as washing and ironing. One activity missing in the study of daytime activities is telephone conversation, since interviews were secured by that method. Some 9% of the calls made resulted in busy signals.

A definite relationship is shown between types of home activities and the probability of radio listening. For example, 44.9% of women engaged in ironing and sewing also listened to the radio compared to 36.6% engaged in kitchen work; 36.5% in leisure time activities such as resting, talking, reading, etc.; 29.7% in home cleaning; 25.9% in personal care activities and 10.6% in non-living area work such as laundering and gardening. The figures are broken down hour by hour during the day.

Extent of listening was found to vary at different hours of the day, being slightly higher from 1-5 p.m. than 8-12 a.m. The type of activity at specific times also influences the amount of listening. Between 7:30-8:30 a.m., nearly half of all listening reported by women was done while the listener was engaged in work in the kitchen though such work was being carried on by only 28% of the women interviewed during the period.

A detailed study was made on the relationship between type of activity and type of program heard by women. Home activities which preclude close attention to the radio cause the housewife to prefer musical programs, it was found. Activities such as sewing or ironing permit the listener to choose dramatic or participation programs, lessening the preference for music

Table showing radio listening by women engaged in various activities is below (figures are percentages of women engaged in the activity mentioned at the time indicated, who reported they were also listening to the radio).

* * *

Household activities reported	Entire Day	7:30 to 8:30	8:30 to 11:30	11:30 to 1:30	1:30 to 4:30	4:30 to 6:00
Leisure time activities						
Resting, "just listening"	58.1%	68.2%	67.9%	63.6%	50.9%	51.1%
Eating meals, lunches	33.0	50.0	37.9	35.0	18.5	25.0
Writing, study desk work	27.5	*	27.3	*	27.7	25.0
Reading: newspapers	20.8	28.3	17.6	*	14.3	16.7
Reading: books, magazines	19.4	*	13.3	33.3	22.2	9.1
Talking, conversation	18.6	*	20.0	12.5	19.1	19.0
Personal care activities						
Dressing, etc	24.4	21.7	29.8	26.7	20.7	18.2
Care of children	27.1	*	40.3	19.2	22.2	16.7
"Quiet work" activities						
Ironing	47.6	*	47.0	50.0	51.4	18.2
Sewing, mending	40.3	*	36.2	46.6	52.0	6.7
Kitchen work						
Preparing meals	33.5	70.0	34.3	31.4	31.9	26.6
Dishwashing, etc.	41.2	64.6	38.7	48.0	33.3	26.3
Home Cleaning						
Dusting, making beds, etc	30.5	15.4	33.0	41.0	29.3	13.0
Mopping, heavy cleaning	28.2	*	20.0	24.0	36.1	23.5
"Non-living-area" activities						
Washing, laundering	13.1	*	10.2	13.9	17.7	*
Gardening, outdoor work	2.1	*	*	.0	.0	*
Other activities						
Sleeping, taking naps	2.2	.0	.0	10.0	5.9	*
Miscellaneous, no information	16.8	17.6	21.0	22.7	15.7	9.7

* No percentage figure given when number of women reporting the activity was less than ten.

CKCO Changes

CKCO OTTAWA has retained Jack Cooke, president of CKEY Toronto, as consultant to reorganize its sales and technical staffs. Station will institute block programming, used successfully by CKEY, and has applied for call letter change to CKOY. Eddie Guest, CKEY traffic manager, was appointed CKCO manager and Jack Alexander, CKEY newscaster, moved over to CKCO as chief newscaster. In addition, CKCO changed station representative, naming National Broadcast Sales in Canada and Donald Cooke in the U. S.

P. I. SQUELCHER

KGVL Propositions Firm

NEW way to answer a per inquiry proffer is submitted by KGVL Greenville, Tex.

Approached by North American Underwriters, Box 5713, Dallas, Earle Fletcher. KGVL manager, made this proposal, "We will be happy to handle all of your advertising on a per inquiry basis, providing that your company will handle all of our insurance on the same basis."

Amplifying his proposal, Mr. Fletcher wrote the P. I. advertiser, "That is, we take out policies with your company and we pay you nothing unless we have a hail, fire, tornado loss of some kind, at which time we will be happy to pay you. Of course, we don't want to pay for the insurance policy during the period that nothing happens to cause us to need it." Letter adds:

"This sounds asinine, doesn't it. Well, that is just the way your proposition (per inquiry) sounds to us.

"We believe in radio. We believe in it strong enough to spend in the neighborhood of $60,000 to get this station on the air. You evidently believe in insurance, because I am sure you spent several thousand dollars getting your company in operation.

"If you handled insurance on the basis that you want us to handle your advertising you would soon go out of business. The same would happen to us if we took advertising on the some basis that you outline in your letter.

"Now why don't we get together and do business like business concerns. . . . I'll pay you when we buy an insurance policy through your firm and you pay us when we run advertising for your firm."

Commercial

LYNN JOHNSTON, formerly manager of KAGH Pasadena, Calif., has joined KWKW same city as commercial manager.

WBIR Knoxville, Tenn., has announced the appointment of THE BOLLING Co., New York, as its national representative.

JACK DAVIS has been appointed manager of New York office of W. S. GRANT Co., station representative.

HAROLD H. SEGAL, formerly with sales department of WTAO Cambridge, Mass., has joined sales staff of WCOP Boston.

MARIAN E. SANDUSKY has been appointed traffic manager of WICU (TV) Erie, Pa.

JOHN R. DeBOW, formerly with WILS Lansing, Mich., has joined WTAD Quincy, Ill., as account executive.

WALTER TOLLESON, assistant sales manager of KNBC San Francisco, has been elected president of San Francisco Radio Executives Club.

JEFF JEFFRYS of ABC Chicago's sales service staff, and SHORLEY BOWLIN of the TV division, plan to be married June 24.

KLZ Denver received an award from National Safety Council for its *Trafficwiz* program devoted to airing traffic safety pointers.

Yes **KFYR**

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

LOG CODE SYMBOLS

Skinnell Devises Systematized Chart

LETTER symbol chart for systematizing code symbols for broadcast operations has been devised by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Confronted with the problem of incomplete log information, Mr. Skinnell set up the chart for use at WLBR and states it has "proved to be entirely practical and highly efficient after more than two years of use. The principle is also sufficiently flexible that it may be modified in some degree to fit the particular needs of individual stations."

In log recording the operation is described by no more than four letters, but the position of each letter is of utmost importance. For instance, "C" as the first letter in the symbol indicates that the operation is "chain" or network, whereas in the second position it indicates a commercial operation (see chart).

The most significant point to remember, Mr. Skinnell states, is that the basic information is classified into three different categories with a fourth for miscellaneous. Three to four letters for each symbol are written horizontally and just preceding the operation on the log. These symbols also comprise four vertical columns of letters on the log page. The first column of letters always refers to the technical source of the material; second column indicates the commercial aspects; third describes program types or denotes an announcement and the fourth column is designed for miscellaneous information.

In the first column of the chart, Mr. Skinnell explains, the "wire" classification is included to comply with FCC requirements and signifies material from press wires. The chart greatly simplifies the preparation of FCC reports and renewal applications, but, Mr. Skinnell points out, some revision is required for the first three columns when used for these reports.

In the first column "N" should be included as live and "C" should be reported as network. In the second column all but sustaining should be deemed commercial, with minor exceptions. In program types (third column) all types other than those required by the FCC, such as religious, agricultural, educational, news, panel discussions and speech programs, as a general rule may be classified as entertainment for FCC purposes.

The fourth column serves to clarify and sub-divide some of the classifications in the other columns. The FCC requires that certain announcements for which the station receives no pay be chalked up as commercial, Mr. Skinnell explains. These are all indicated in the second column as sustaining in order to the give the accounting department accurate sales and billing information, but they are precisely described in the fourth column for FCC reports and other purposes. Free announcements as used in the chart are announcements that are commercial in nature but for which no charge is made by the station.

"It is not contended that the use of this chart is a cure-all," Mr. Skinnell says, "or that it meets all informational needs, but it can increase operating efficiency . . ."

CODE SYMBOLS FOR BROADCAST OPERATIONS

1ST COLUMN TECHNICAL OR SOURCE	2ND COLUMN COMMERCIAL ASPECTS	3RD COLUMN PROGRAM TYPES	4TH COLUMN MISCELLANEOUS
N—Nemo	N—National Spot	A—Announcement V—Variety Q—Quiz W—Women's N—News	Sustaining Announcements S—Sustaining Program Courtesy P—Public Service Announcements
C—Chain	J—Cooperative	M—Music D—Drama S—Speech	F—Free Announcement C—Commercial Program or Station Courtesy
R—Recorded	P—Participating	R—Religious Service F—Farm E—Educational	Recorded Programs L—Delayed Live C—Delayed Chain N—Delayed Nemo
W—Wire	C—Commercial	P—Panel Discussion	T—Transcription Library R—Phonograph Records P—Package Program Live Programs
L—Local Live	S—Sustaining		G—Guest A—Announcer Only

* * *

CANADA AWARDS

Dominion Shows Cited

FOR THE FIRST time Canadian radio productions, producers and actors were presented with strictly Canadian awards, with awards being divided between Canadian Broadcasting Corp. and independent station personnel. Awards were presented at Toronto May 27 by the Canadian Assn. for Adult Education, with Edward Johnson, general manager of the Metropolitan Opera Co., New York, a Canadian, making the presentations.

In the open class the first award for drama went to Esse Ljungh, CBC Toronto, for his presentation of *Ghosts*. Honorable mentions in the open drama class went to Rupert Caplan, CBC Montreal, and Andrew Allen, CBC Toronto. In the community drama class honorable mentions went to Dick Diespecker, CJOR Vancouver, and Ross McLean, CBC Toronto, for productions.

The variety open class award went to the *Wayne and Shuster Show* (Toni hair preparations), the leading Canadian network production, with stars John Wayne and Frank Shuster, produced by Jack Rae. The open class music award went to Terrence Gibbs, CBC Toronto, for production of *La Boheme* by CBC Opera Co. Honorable mention went to his *Layman's History of Music* production. In community class music award was given to Wallie Peters, CJOR Vancouver, for choir of U. of British Columbia.

Actuality class award was won by Bernard Braden and Andrew Allen, CBC Toronto, for story *Bevin Boy*. Charles Harris, CBC Toronto, won award in special and public issues open class for *Cross Section on Communism*, and in community group Dick Diespecker, CJOR Vancouver, won first award for documentary, *Battle of the Fraser*. In children's program group first award was presented to Mrs. E. L. Holmes, CJRL Kenora, for her program *The Story Lady*.

In the talks group first award was given to Ross McLean, CBC Toronto, with honorable mentions to Monica Mugan, CBC Toronto, and Frank Edwards, CBC International Service, Montreal.

Special awards also were made for outstanding programs to Foster Hewitt, freelance sportscaster, Toronto, for the *Hockey Broadcasts* (Imperial Oil, Toronto); to John Adaskin, freelance producer of *Singing Stars of Tomorrow* (York Knitting Mills, Toronto), and to Marjorie McEnaney and Esse Ljungh for sustaining program *In Search of Citizens*.

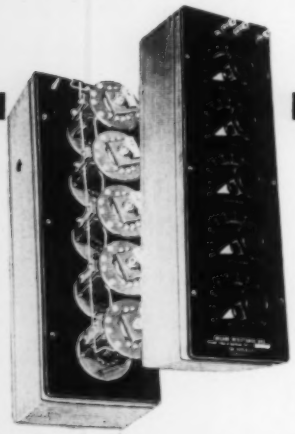
MERCHANDISING

WSAI Shows Meat Cutting

MERCHANDISING plan launched early this year by WSAI Cincinnati with a Training School for Food Retailers has proved successful for the station and the retailers. A meat cutting and merchandising demonstration was held in Cincinnati by WSAI, with the cooperation of the Retail Meat Dealers' Assn. of Greater Cincinnati.

Over 1,200 meat and food retailers attended the sessions, WSAI reports. Purpose was to demonstrate the best way to lower overhead by efficient meat cutting. George R. Dressler, national secretary of the Retail Meat Dealers' Assn., attended one of the sessions and commended WSAI for its training program and for "broadening the understanding between advertisers and radio." Plans for a similar demonstration for produce retailers are being formulated by Harold L. Hand, WSAI director of merchandising, station reports.

DO YOU NEED . . .



Rugged, accurate resistance boxes for use in testing laboratory work, and as components in bridge work?

IF YOU DO

write to DEPT. BD-3 for further information.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

Programs

ANIMALS come into their own on WNBQ (TV) Chicago's newest television series. *The Pet Shop*, produced by Louis G. Cowan Inc., New York, features pets of all kinds—from dogs to Japanese fighting fish. Viewers follow 15-year-old George Cooke as he pays his regular visit to "The Pet Shop" after school—looking with him through front window at shop keeper, Gail Compton, seated at desk holding his special pet, a white toy poodle named "Snow White," and surrounded by puppies, a parrot, a monkey, and aquarium of tropical fish—a'd entering with him to learn about the care of pets. Don Meier is producer of program, and program director is John Lewellen of Cowan organization. Series is produced in cooperation with NBC.

'Holy Hour For Peace'

WNAC-TV Boston was scheduled to telecast "The Holy Hour and Living Rosary for World Peace" Sunday, June 5, from Fenway Park in Boston. Viewers were able to witness this moving religious pageant, attended by 40,000 Holy Name members, from opening procession of 1,000 clergymen to end of Benediction service. Highlight of program was recitation of the Glorious Mysteries of the Rosary by the entire group. Nearly 2,000 Holy Name men from Boston were assembled on field in form of "Living Rosary." As each bead was told 18 flashlights went on, until entire Rosary was illuminated.

Mexican Celebration

SPANISH-speaking people of Ventura County, Calif., joined in celebrating major Mexican holiday of year, Cinco de Mayo, with three broadcasts over KVVC Ventura. Principal program was aired from 6-7:30 a.m. with representatives from every community in county taking part. Program included talks, explanation of historical day (holiday commemorates victory of Mexican troops over French invaders at Puebla), vocal and instrumental Mexican music, and recitation of poems. Recorded greetings from Mexican consul-general at Los Angeles, Salvador Duhart, also were heard. KVVC reports that it is to receive a citation from Mexico's president for its efforts, and that Mexican government has requested full report on its activities on behalf of celebration.

'Magic Island'

JUMPING frogs and kazoo horn prizes are sparking new children's show on KLZ Denver. *Magic Island* is aired each Saturday morning. Every youngster who sends in riddle that show's "Uncle Bob" (Glen Martin) and "Aunt Mary" (Betty Trunk) cannot answer, receives one of the toy prizes. Program is sponsored by Lucerne Milk.

JUD COLLINS (holding mike), WSM Nashville special events man, interviews Sidney N. Berry, coordinator of special events, U. S. State Dept., who was in Nashville during visit of President Eurico Gaspar Dutra of Brazil. Assisting at interview are (l to r) Jack Stapp, WSM program director; Mr. Collins; Mr. Berry; Marge Cooney, WSM woman's director, and Rubenns Ramalho, Brazilian student at Vanderbilt U., who acted as interpreter for WSM's 11 man special events crew.

BRAZILIAN President Eurico Gaspar Dutra (l) "says a word to the WSM [Nashville] audience" at his news conference in that city May 25. WSM said it was only station to give full coverage to two day event [BROADCASTING, May 30]. With President Dutra is Arthur de Souza Costa, representative for state of Rio Grande do Sul, Brazil.

'Meet the Stars'

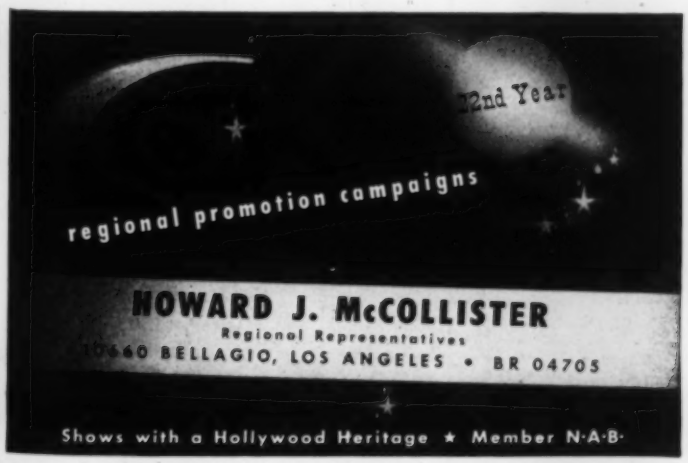
NEWEST show on WSM Nashville is station's *Meet the Stars*. Program, aired Saturdays, 4:30-5 p.m. features popular and folk music stars from WSM's talent staff, and incorporates both live and recorded entertainment. Featured artist each week plays record and sings live those discs of his own he prefers. Listeners participate by attempting to choose in advance tunes which each week's guest considers his best. Listeners whose lists of tunes come closest to personal choice of entertainer receive autographed copy of his latest recording, autographed picture of star, and talk with him on air.

Turtle Derby

THEY'RE off! Johns Hopkins Hospital Turtle Derby got under way May 25 under watchful eyes of WMAR-TV Baltimore cameras. This, station reports, was first telecast of live turtle race. Hospital's racing event, annual affair, was telecast on WMAR-TV's *The Sports Parade*. Special race course, six feet in diameter, was erected. Turtles started from starting gate in center of circular course, and first turtle to reach rim of circle was declared winner. When starting bell rang, one turtle ("Doctor," out of "Nurses Home," by "Eight O'Clock") broke fast. Other two entries didn't budge. "Doctor" was declared winner in three minutes flat. "Situation" out of "Hand", by "Golly," and "Orioles," out of "Cellar," by "Tonight," are still waiting at the gate, according to WMAR-TV's latest report.

'You're the Top' Twice

TWO-A-DAY broadcast schedule went into effect May 30 when *You're the Top* returned to air over WTOP Washington. Audience participation, question-answer-prizes show is being broadcast live from 10-10:15 p.m., Mon.-Fri., and few minutes after the live show a second 15-minute segment is being transcribed for 4:45-5 p.m. broadcast the same day. Show was first aired by WTOP during winter of 1947-48. Same format is being used: Each contestant is asked three questions, for letters T, O and P. If he answers all three correctly he becomes a "Topper," and gets an additional merchandise prize. Program also features riddles and stunts.


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*

PERRY
Como
Everytime I Meet You
Two Little New Little Blue Little Eyes
DJ-709

TONY
Martin
Angels Never Leave Heaven
My Heart Beats Faster
DJ-708

CLAUDE
Thornhill
Maybe It's Because
Life Begins When You're In Love
DJ-710

DIZZY
Gillespie
Swedish Suite
I Should Care
DJ-711

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

MAY 27 to JUNE 3

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

May 27 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Webster

KGIL San Francisco, Calif., and Fayette J. Smalley Jr.—On joint petition accepted late written appearance in proceeding upon applications for transfer of control and renewal of license.

P. G. Paltridge, San Fernando, Calif.—On petition dismissed competing application for transfer of control KGIL.

Lake County Bcstg. Corp., Chicago—On petition hearing continued to Aug. 15 at Chicago.

Cushing Bcstg. Co., Cushing, Okla.—Dismissed as moot petition for continued hearing.

Alaska Bcstg. Co., and Baranoff Enterprises Inc., Sitka, Alaska—On petition amended application to specify 1230 kc in lieu of 1400 kc; removed application from hearing; removed application of Baranoff Enterprises from hearing docket.

Hamtramck Radio Corp., and Atlas Bcstg. Co., Hamtramck, Mich.—Granted joint petition for extension of time to file proposed findings in proceeding upon applications.

KTRH Houston, Tex.—On petition extended time to file exceptions in proceeding upon applications to June 27.

KVAK and Albert Alvin Almada, Atchison,, Kan.—On petition dismissed without prejudice application for consent to assignment of license of KVAK; on Commission's own motion continued indefinitely hearing on remainder of proceeding.

WSBA York, Pa.—Continued hearing to July 5 at Washington.

WSNY Schenectady, N. Y.—Scheduled hearing August 1 in re application for transfer of control.

Wachusett Bcstg. Co., and Radio Fitchburg Inc., Fitchburg, Mass.—On petition amended application to specify 1580 kc 1 kw D in lieu 1280 kc 500 w D; removed application from hearing docket; removed application of Radio Fitchburg, Inc., from hearing docket.

KOA Denver—On petition continued hearing application to Sept. 12 at Washington.

Lake Bcstg. Co. Inc., Gary, Ind.—Continued hearing to June 13.

Dr. Francisco A. Marquez, San Juan, P. R.—Continued hearing to Sept. 19 and changed place from Washington to San Juan, P. R.

WLAQ Rome, Ga.—On petition continued hearing to August 4 at Washington.

Warner Bros. Pictures Inc., Chicago—On petition, dismissed without prejudice application for TV station.

Tar Heel Bcstg. System Inc, Washington, N. C.—On petition granted leave to take depositions June 9 at Washington, N. C.

Surety Bcstg. Co., Charlotte, N. C.—On petition granted leave to take depositions June 7 at Charlotte, N. C.

May 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSFL Springfield, Mass.—Mod. CP new AM station for extension of completion date.

Requests for extension of completion date new FM stations: WBML-FM Macon, Ga.; WBMS-FM Boston; WEPM-FM Martinsburg, W. Va.

APPLICATION RETURNED

KMMO Marshall, Mo.—RETURNED May 25 application for license for CP.

June 1 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

Louise C. Carlson, New Orleans—Denied petition for reconsideration of FCC action of April 6 denying application for SSA to use facilities of WJBW New Orleans pending construction of her regularly authorized WADW in same city.

KA-3372 Los Angeles, Calif.—Granted CP and license for new experimental TV relay station.

KG2XAF Scranton, Pa. — Granted mod. CP to make changes in ant. and trans.

WMAL-TV Washington, D. C. — Granted mod. CP extension completion date to 9-19-49.

WJAR-TV Providence, R. I.—Granted mod. CP extension completion date to 9-15-49.

WHDL-FM Allegany, N. Y.—Granted license new FM station; Chan. 239 (95.7 mc) 43 kw 830 ft.

KVOL-FM Lafayette, La.—Granted license for new FM station; Chan. 241 (96.1 mc) 15 kw 220 ft.

WBBO-FM Forest City, N. C.—Granted license new FM station; Chan. 227 (93.3 mc) 1.5 kw 345 ft.

KM2XAZ Signal Hill, Calif.—Granted license change of trans. location and ant. changes.

KSWW The Southwestern Baptist Theological Seminary, Fort Worth, Tex.—Granted request to cancel CP Class B FM station.

WKNY-FM Kingston, N. Y.—Granted mod. CP which authorized reinstatement new FM station to change type trans.

WHLW Rutland, Vt.—Granted mod. CP to change type trans. and tower.

BY THE SECRETARY

WCAU-TV Philadelphia—Granted license new commercial TV station; ant. 737 ft., ERP 4.41 kw aur.

Following granted mod. CPs for extension of completion dates as shown: KUGN-FM Eugene, Ore. to 1-7-50; KMFM Monroe, La. to 1-1-50; WBOW-FM Terre Haute, Ind. to 9-6-49; WCLC-FM Clarksville, Tenn., to 8-15-49; WHHM-FM Memphis, Tenn. to 11-18-49; KSTP-FM St. Paul, Minn. to 12-1-49; KQV-FM Pittsburgh to 12-28-49; WPAR-FM Parkersburg, W. Va. to 9-12-49; WBLK-FM Clarksburg, W. Va. to 12-9-49; KOCY-FM Oklahoma City to 12-25-49; WSLB-FM Ogdensburg, N. Y. to 9-19-49; WSAY Rochester, N. Y. to 12-15-49; W8XRG Area of Detroit, Mich. to 1-1-50; WWJ-TV Detroit, Mich. to 9-15-49; WICU Erie, Pa. to 10-1-49; WKAX-FM Birmingham to 8-1-49; WLOW-FM Norfolk, Va. to 12-28-49; KREL-FM Goose Creek, Tex. to 8-21-49; WJAR-FM Providence, R. I., to 9-15-49; WCAU-FM Philadelphia to 8-15-49; KVOB-FM Alexandria, La., to 8-15-49; WTOC-FM Savannah, Ga., to 12-18-49; WJZ-FM New York to 12-16-49.

WNEW New York, N. Y.—Granted license changes in DA.

WJAC Johnstown, Pa.—Granted license install new trans.

WJPR-FM Greenville, Miss.—Granted license new FM station Chan. 270 (101.9 mc) 19 kw 425 ft.

WFPG-FM Atlantic City, N. J.—Granted license change type trans. and modulation monitor.

WGIV Charlotte, N. C.—Granted mod. license change name of licensee to Charlotte Radio and Television Corp.

WKAT Miami Beach, Fla.—Granted CP install vertical ant., mount RCA combined TV and FM ant. on top AM tower. Cond.

KOTV Tulsa, Okla.—Granted mod. CP change trans. site; ant. decrease from 625 ft. to 480 ft.

WCON-TV Atlanta, Ga.—Granted mod. CP change ERP from 15.5 kw vis. 8.6 kw aur. to 4.9 kw vis. 2.5 kw aur.; change type ant.; ant. height increased from 560 ft. to 930 ft.

WHNC Henderson, N. C.—Granted mod. CP for extension of completion date to 8-23-49.

WTAR-TV Norfolk, Va.—Granted mod. CP for extension of completion date to 12-27-49.

KPOJ-FM Portland, Ore.—Granted license new FM station Chan. 254 (98.7 mc) 44 kw 1,100 ft.

WBSM New Bedford, Mass.—Granted license new FM station Chan. 247 (97.3 mc) 20 kw 330 ft.

WRHI-FM Rock Hill, S. C.—Granted license new FM station Chan. 248 (97.5 mc) 9.4 kw 310 ft.

KBOA-FM Kennett, Mo.—Granted license new FM station Chan. 255 (98.9 mc) 6.9 kw 320 ft.

WTRR Sanford, Fla.—Granted CP change trans. and studio locations.

WWWF Fayette, Ala.—Granted mod. CP for approval of ant. and trans. location.

June 1 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

Newport Harbor Bcstg. Co., Newport Beach, Calif.—CP new AM station 1210 kc 250 w D AMENDED to request 740 kc 1 kw D.

License for CP

Requests for license for CP new AM station: WKXY Sarasota, Fla.; KNUJ New Ulm, Minn.

Modification of CP

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

KWK-FM St. Louis—Mod. CP new FM station to change to Channel 251 (98.1 mc), ERP 40 kw, ant. 504 ft.

KISS San Antonio—Mod. CP new FM station to change ERP to 247.5 kw, ant. 567 ft.

TENDERED FOR FILING

AM—1450 kc

WATO Oak Ridge, Tenn.—CP change from 1490 kc to 1450 kc.

(Continued on page 72)

BUS RADIO

Survey Shows Topeka Favors

THREE out of every four persons surveyed in Topeka, Kan., reported they "liked" bus radio, according to Dr. F. L. Whan, chairman, Committee on Radio, U. of Wichita. At the time of the 13th annual Kansas Radio Audience Survey, a random sample of 283 adults reached in Topeka were asked four questions about radio in busses, Dr. Whan reported.

In answer to the question "Do you like radio in busses?," three out of four, both men and women, reported they liked the service. Frequency of riding the bus had no significant effect on the answers, according to Dr. Whan. Each regular bus rider also was asked for suggestions for improving the service. More than two-thirds said they could think of no needed improvements. Replies of those who suggested improvements fell into seven general categories, with opposing recommendations made in four. The suggestions, with opposing comments in parenthesis:

Programs are too loud, tune them down, 42.5% (not loud enough to hear above the noise, 19.7%); give us more music, 15.2% (less music and greater variety, 9.2%); give us more news, 7.6% (want less news, 3.0%); take radio out of busses, 7.6% (put it on more busses, turn it on in evening, 7.6%); it distracts the driver, 9.1%; can't hear finish of program when I get off, 3%; cut out the commercial announcements, 1.5%; six miscellaneous criticisms of talent, 9.1%.

Bus radio in Topeka is broadcast by WIBW-FM Topeka and is represented nationally by Transit Radio Inc.

MacGregor Expands

EXPANDING firm's scope of operations from transcriptions alone, C. P. MacGregor, Hollywood, has announced plans for a line of phonograph records. Experiment started in 1946 when firm cut four 12-inch records featuring music and calls for the square dance. Results since have led to production of several other such albums as well as single records along the popular line, firm reports.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced manager for local station under construction in northeast section and one of 100 best markets now understationed. Opportunity to buy interest. Box 309B, BROADCASTING.

Salesmen

Small market New England station requires complete staff. Full details Box 272B, BROADCASTING.

Wanted—Experienced local salesman. Good base salary plus commission. Write full particulars. Box 313B, BROADCASTING.

Salesman, experienced for 250 watt Columbia station in top eastern market. Drawing account and commission. Good opportunity for right man. Reply to Box 317B, BROADCASTING.

Time salesman mid Atlantic. Must be well experienced. Also capable of producing and announcing outstanding, clever morning show. Salary and commission. Reference and photo first letter. Box 356B, BROADCASTING.

Experienced radio advertising salesman wanted. Good salary and commission for producer. Write Radio Station KSPI, Stillwater, Oklahoma, giving experience, references, age and salary expected.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Network affiliate southeastern area desires reliable, dependable announcer with selling voice. Some experience necessary. Immediate opening. Full details, disc, first letter. Box 234B, BROADCASTING.

Staff announcer with good quality voice capable of doing an above average job on news, special events, and straight commercial announcing. Sixty-five dollars to start with top rated southeastern NBC affiliate. Answer Box 300B, BROADCASTING.

Experienced sports man needed immediately for northcentral station. Live and re-created baseball, basketball, football. Must be able to furnish audition disc of all four. Send complete information, salary requirements, photo, first letter. Box 319B, BROADCASTING.

Morning man with excellent voice, plenty of wit and capable of holding good audience. Must have outstanding time selling ability. Salary and commission. Permanent to right man. Eastern station. Reference and photo first letter. Box 357B BROADCASTING.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Experienced news and disc jockey-announcer. Personal interview required. Contact WELM, Elmira, N.Y.

Combination announcer-engineer. 1st class license. Station within short distance of N.Y.C. Immediate opening. Personal interviews only. WPOE Elizabeth City, N. J.

Wanted—Combination announcer-engineer with emphasis on announcing. Chance to continue college education at Mississippi State College. WSSO, Starkville, Mississippi.

Held Wanted (Cont'd)

Technical

Immediate opening, chief engineer. Do some announcing. Mutual affiliate, small Georgia town. Permanent. Box 315B, BROADCASTING.

Combination engineer-announcer KDZA Pueblo, Colorado. $60.00 weekly.

Production-Programming, others

Program director, all-round man with good background for 250 watt CBS outlet in competitive market. Top salary for the right man. Reply to Box 318B, BROADCASTING.

Situations Wanted

Managerial

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROAD-

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Station losing money? Experienced manager available. Broad radio and newspaper experience. Actively sell. Results guaranteed. Copyrighted programs, sales material now being used station nationally. Sober, dependable, family man. Commission or bonus arrangement required. Box 244B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

General manager wants opportunity to prove abilities. Here's your chance. Box 303B, BROADCASTING.

Qualified by 14 years experience in radio. At present manager of independent in large metropolitan market. College graduate. Age 35, married with one child. Dependable career man. Excellent references. Opportunity wanted. Box 312B, BROADCASTING.

Manager—Strong sales, good programming, builds sponsors with results. Mature, thoroughly experienced all departments, net or independent. Maintain smooth, economical operation. Fine showmanship. A go-getter. Available immediately. Modest salary or salary and sales commission. Box 324B, BROADCASTING.

As present part owner and general manager of successful station have made money here and would like to show you how I can make money for you as manager of your station. Am at present director of Association of Broadcasters in my state, vice president of local Chamber of Commerce and hold offices in various civic clubs. Experienced in radio station management and operations and have first class engineer's license. Reasons for making change are sound. Box 338B, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, complete experience, ten years sales. Stable, congenial, civic minded, moderate, married. No high pressure. $70,000 sales last year. Can invest. No boomer. Six years here. Four years last job. Box 232B, BROADCASTING.

Successful announcer employed in executive capacity last three years by major network key station interested re-entering sales or advertising agency fields with reputable, above-average organization. Six years experience writing, production, announcing, promotion. Single, twenty-nine, ambitious, university graduate, reliable, full of ideas, would prefer midwest or west. Box 236B, BROADCASTING.

Limited but intensive radio sales experience, knowledge of production and copy, single, have car, east coast preferred. Box 306B, BROADCASTING.

College grad. 29, sells, writes. Like some announcing. Southwest only. Roy Taylor, Embassy, Oberlin, Ohio.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Experienced sportscaster, play-by-play baseball, staff. Box 147B, BROADCASTING.

Dependable announcer. Six years experience including production, news, music, special events. With production staff key network station, network affiliate, and progressive independent. Married. 24 years old. University graduate. Excellent references. I'll travel for audition in response to any offer of permanent employment at an equitable salary. Box 233B, BROADCASTING.

Announcer, play-by-play, experienced all sports, all announcing. Presently employed but desire change as station is located in town with no baseball league. Box 238B, BROADCASTING.

Staff announcer, experienced young married veteran, seeks a position with a progressive organization preferable in the northeast. Disc available. Box 251B, BROADCASTING.

Experienced announcer (3 years). Now employed. Desires change. Married. References, northwest preferred. Two weeks notice required. State salary first letter. Box 265B, BROADCASTING.

Announcer, experienced all phases. Former musical director, sports editor. Available immediately. Box 301B, BROADCASTING.

Announcer, schooling, some experience, versatile, single, young. Will work hard. Willing to travel. Box 304B, BROADCASTING.

Announcer—Five years experience, news, sports. Also experienced in programming. 26, married, references. Box 305B, BROADCASTING.

Experienced announcer (2 years) looking for station that deals fairly. Preferably in the middlewest. Married with family, disc and photo. Box 307B, BROADCASTING.

Single, veteran, versatile announcer, graduate of radio school, one year experience network affiliate and independent station. Box 321B, BROADCASTING.

Well established major market announcer interested in job involving program work or feature announcing. Box 322B, BROADCASTING.

Experienced announcer. Net and independent. Presently employed. Clear, authoritative voice. Prefer midwest. Will consider all offers. Disc, references available. Box 325B, BROADCASTING.

Loyal announcer-copywriter. Two years experience. Crisp style. 24, single, travel. Box 327B, BROADCASTING.

Personable announcer, adlib, videogenic, natural for AM-TV outlet. Box 335B, BROADCASTING.

Announcer—Three years' experience in competitive market. Strong on news, commercial, dignified ad lib. Young, single, college background. Top references. Prefer large midwest market. Salary sixty-five dollars. Box 330B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer. Formerly chief two stations. Experienced in theater quiz night club disc shows and all phases broadcasting. Interested TV or AM. References on request. Box 332B, BROADCASTING.

Announcer, presently net man, desire change to progressive station in northeastern area. Box 333B, BROADCASTING.

Personality dee-jay, mail pull, incentive deal. Personal audition only. Box 334B, BROADCASTING.

Sportscaster, looking for the right job. 1½ years experience play-by-play major sports. Experienced general staff announcer to supplement. Box 339B, BROADCASTING.

Announcer-engineer. Married, experienced installation, maintenance, capable newscaster, DJ. Want steady job with future. Box 341B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Announcer-presently employed. Desires advancement with large northern or midwest station. Box 342B, BROADCASTING.

Announcer—Good voice, best training, operate console, need initial break. Box 344B, BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation. Box 346B, BROADCASTING.

Announcer—Experienced, with references from last employer. Prefer Kentucky or one of the New England states, however, am free to travel anywhere for attractive offer. Have sports background and would like to be given opportunity to use it. Will have disc cut if requested. Box 347B, BROADCASTING, or call Louisville, Ky., Jackson 5381.

Announcing, four years, age 26, single, four station experience, all phases production announcing. Details to interested stations, $95 week minimum. Prefer eastern station, but all inquiries welcome. Box 350 B, BROADCASTING.

Announcer—Capable, ambitious for play-by-play sports. Former league ballplayer, sports writer. Education New York University. Box 351B, BROADCASTING.

Announcer, experienced. Write continuity, operate board, good on DJ, news, adlib, special events, children's programs. Excellent references. Will travel. Box 352B, BROADCASTING.

Announcer, engineer. First phone, two years announcing experience. Married, own car. Box 353B, BROADCASTING.

I regard announcing as an art to be mastered by constant study and practice. I am looking for a station with quality operation, a station which maintains high professional standards and treats its announcers as professional men, not as a rather contemptible form of unskilled labor. I am 26, about to be married. College degree, one year law school. Two years wide experience. Have sponsored newscast which is integral part of station's highest Hooperrated hour. Write, produce, present own sponsored classical music show. Strongest on news, interviews, special events and adlib, good on music (classical, westerns, polkas, etc) and voice characterications. Photo, letter, disc, scripts, and excellent references upon request. Box 355B, BROADCASTING.

Announcer-engineer. Experienced. Capable. Versatile. Now employed. Will travel. Write Box 360B, BROADCASTING.

Announcer, 31, single. Graduate two radio schools. Worked on commercial station. Can handle board. Will travel. Disc available. John Gregg, 2340 S. Drake, Chicago, Ill. Rockwell 2-7170.

Thoroughbred commercial and news man university graduate. Age 26, 2½ years mikeside. Turned out to pasture by combo minded station with economy ideas, but if top news-commercial deliver rates in your race, I'm your best bet. Nobody, but nobody, with more spontaneous style and that ain't hay! Location unlimited. Disc, photo and references. Saddle up sober, industrious workhorse. Rich Hamilton, 1010 Quintard, Anniston, Alabama.

Hold It—Announcer two years experience. Good voice, single, can operate console. Excellent references. Call write, write Jay Arthur, 783 Sackman Street, Brooklyn 12, N. Y. Dickens 6-3089.

Situations Wanted (Cont'd)

Want to marry, settle down. Got fiancee, 1949 Radio BA, sense, disc, photo. Need job. Anywhere. Know board. Modest salary. Box 6041, Bridgeport 6, Connecticut.

Announcer. Emphasis on news. Newspaper background. Experience airing sports. Journalism degree Missouri University. Year's experience 250 watt station. Desire permanent position. Married. Dale Low, 1606 Bass Avenue, Columbia, Missouri. Phone 2006.

Announcer, four years experience. Versatile, hard working. Can also write continuity. Excellent references. For disc and particulars, write Milton Maltz, 6408 Drexel, Chicago 37, Illinois.

Announcer-engineer. Experienced capable. Will travel. Now employed. Want advancement. Box 359B, BROADCASTING.

Summer replacement announcer. 3 years college. English and speech major. Experienced newscasting, commercial, disc jockey. Charles Reese, 143 Church St., Mt. Pleasant, Pa.

Announcer-engineer, 2½ years experience. One year as chief. Graduate of announcing school, Kansas City. 2607 Amie Court, Chestnut 5736. L. D. Winegardner, Kansas City, Missouri.

Technical

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Engineer—16 months experience transmitter and remotes. Presently employed. Require notice. Box 237B, BROADCASTING.

1st class engineer—Single, sober. Four years experience, studio, transmitter, remotes, recording, installation, maintenance. Car. Desires chief engineer at small station or small job at large station. Excellent references. Box 308B, BROADCASTING.

Engineer, vet, 22, ambitious, some combination experience, desires permanent position in northeastern area. Box 314B, BROADCASTING.

First phone, veteran, farmer engineering instructor, announcing, writing, producing, editing, excellent console man. Box 320B, BROADCASTING.

Presently Employed 250 watt station, six months experience, desire technicians job, permanent in south or southeast, veteran, first phone, car, willing to travel. Box 326B, BROADCASTING.

Experienced engineer operating 250 watt transmitter. Presently employed. Desires change. Prefer location in south. Box 336B, BROADCASTING.

Engineer—Twenty years technical radio, broadcast and manufacturing, chief, supervisory experience. Executive ability. Want connection with established station in midwest or midsouth. Permanent. Salary $350-400 mo. Available about July 15. Box 345B, BROADCASTING.

Experienced first phone, second telegraph engineer. 4 years army, 2 broadcast. One kw installation and remotes. Now employed. Wants midwest location with mild winters. Box 349B, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married, with car, desires permanent position with progressive station within 200 miles. Frank Daly, 628 Euclid St., Salem, Ohio.

Combination-announcer-engineer. Disc, references, car. Married, no children. Any location. Write or call Elmer Eberhardt, Route 1, Minatone, Nebraska. Phone Scottsbluff Nebraska, 50L12.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Successful program director now employed midwest network regional. Seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Situations Wanted (Cont'd)

Two girl team—University graduates in radio-speech. One—6 months experience, 5000 watt station, writing continuity, handling women's programs. The other—thorough training in programming, production, writing, practical experience doing University programs. Both type, good air voices, versatile, ambitious workers. Can handle women's children's programs jointly or separately. Box 348B, BROADCASTING.

Hold your present clients with the right kind of service. Obtain new sponsors with planned programming. Get help for both tasks. Hire willing worker with practical experience. Opportunity to work with wide awake management which appreciates results, more important than starting salary, or title. Presently employed. Able to produce and announce saleable shows. Capable of producing results as assistant to manager or sales manager, in programming, or continuity. Box 337B, BROADCASTING.

Idea man and writer for TV and AM seeks effective connection and growth with imaginative (not high pressure) organization looking hopefully, and experimentally to a television future, and which believes that fine programming is as forceful commercially as regular routine types of programming. Wide AM background, and currently on faculty of eastern college. Box 343B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Topnotch news special events reporter-writer broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather-farm-radio. Ed Bowman, KWDM, Des Moines, Iowa.

Television

Announcers

Staff announcer, director. Experienced, versatile. Some TV and NYC experience. Will travel. Disc and particulars at your request. Box 331B, BROADCASTING.

Production-Programming, others

Opportunity in TV station or ad agency more important than salary! Check my record. College grad., 8 years theatre experience including 2 years as WAC Special Services officer. 2 years advertising and promotion, 1 year good basic training in TV studio productions and operations. Have trained models, commentated style shows, good organizer, and coordinator. Box 328B, BROADCASTING.

For Sale

Stations

For sale—Eastern metropolitan market. 1 kw daytime, profitable well established. $125,000. Box 239B, BROADCASTING.

Carolina 250 watt fulltime exclusive station in small market. Price, $25,000. Box 310B, BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for midwest or western farm or property. Box 316B, BROADCASTING.

250 watt network affiliate in small Wisconsin m'k't. Profitable operation. Price $55,000. Box 311B BROADCASTING.

Sacrifice daytimer 250 watts east Texas not yet on air. Can furnish equipment if desired. Box 358B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

RCA, BTF 3 B FM transmitter used 15 months—93.1 mcs. Doolittle FD-11 frequency and modulation monitor. 4-G S 2219 par metal type "C" relay rack cabinets in original crates. 1-15 kw Willys gas engine generator set 4 wire 3 phase 127-220 volt 60 cycle, used 60 days. All above priced for quick sale. Box 242B, BROADCASTING.

Presto model 75A recorder with 1C cutting head. New, never used. $350.-00. KDAL, Duluth.

For Sale (Cont'd)

For sale—Two WE 109 reproducer groups complete with repeat coils, filters and arm rest. Used 200 hrs. $250.00 the pair. KLAS, Box 1510, Las Vegas, Nevada.

For sale—Nine cartons brand new Truscon copper mesh ground screen, 8' x 24', six sheets per carton, at $118 per carton. Total $1,062.00 for the nine cartons. Wire or write KTOK, Oklahoma City.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Western Electric 2-A phase monitor $350. General Radio 731-A modulation monitor $100. WHDH, Boston.

AM modulation monitor, General Radio 731A perfect condition. FCC approved. $150. WHEC, Rochester, N. Y. Chief Engineer.

910 AB Scott noise suppressor. We have an extra, used one year. Make offer. WTAD, Quincy, Illinois.

Wanted to Buy

Have need for three towers 395 feet in height. All three must be of same type and may be either self supporting or guyed. Quote specifications and price. Box 248B, BROADCASTING.

Tower, FM transmitter. Tower 400-500 ft. for AM-FM operation. 10 kw transmitter, or equivalent, by standard manufacturer. Send complete information and lowest cash price. Box 323B, BROADCASTING.

Somewhere in or near the midwest there is a small station owner who wants to step out of the radio business. He has gone on the air without sufficient radio "know how" to insure the success of his station. He may be receptive to an opportunity to retrieve his investment in equipment—and at the same time turn his radio property over to a calloused broadcaster with a proven record of listener loyalty, mass program appeal and commercial results. To this station owner I can offer a reasonable cash payment (maybe enough for full settlement) saved while operating 100 watt community stations to metropolitan stations for their owners. I have the background, know how, and a most satisfactory record of achievement. Who knows—this small advertisement in Sol Taishoff's good magazine may satisfy the ambitions of a station owner and a veteran broadcaster interested in sacrificing an above average salary from a swell employer in favor of owning his own radio property. Box 329B, BROADCASTING.

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted—Western 0-10 RF amperes model 743. Write Station WVOM. Brookline, Mass. Giving price.

Help Wanted

Salesman

GOOD JOB AS SALES MANAGER

1 kilowatt southeastern station, metropolitan district 150,000. If you can take a sales job and produce, you can become Sales Manager. Plenty of prospects for a man who knows radio and can sell. Good pay. Immediate opening. Write Box 340B, BROADCASTING.

Situations Wanted

Managerial

General Sales Manager

- 18 years experience, 11 years executive capacity. Married, age 41. A real sales producer, guaranteed results.
- Starting salary immaterial, but must have potential in excess $15,000 per annum. AM or TV.

REPLY BOX 361B
BROADCASTING

For Sale

Equipment, Etc.

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B,
BROADCASTING

FOR SALE—Westinghouse (FM-3) 3 KW transmitter used 5300 hours; General Electric FM monitor; Western Electric 54-A 8-Bay Cloverleaf antenna, never used; REL Model 648 FM broadcast technical purpose receiver (44-50) (88-108 mc), never used; Millen secondary frequency standard type 9051 with frequency multiplier; 220 ft. 1⅝" coaxial transmission line; 6 90° Ells for transmission line.

Contact Radio Station KFAB, Lincoln, Nebraska

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Station Routine

Faculty of professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

CAB MEET

Sales Problems To Top June 13-16 Slate

REVISED AGENDA for annual convention of Canadian Assn. of Broadcasters, St. Andrews, N. B., June 13-16, emphasizes discussions on selling the medium. This subject will permeate all sessions, the open panel sessions as well as closed meetings for members only.

Advance registrations reported to the CAB office at Ottawa show that over 300 will register at the Algonquin Hotel, St. Andrews, with a large number of guests from the United States. A record listing of exhibitors of equipment also is reported, including the first television transmitter to be displayed in Canada. It is understood that meetings of the CAB and events around the hotel will be picked up by the mobile transmitter and telecast for the CAB delegates.

Exhibitors of equipment who will have displays include Canadian General Electric, Federal Electrical Co., Canadian Marconi, J. R. Longstaffe Ltd., Canadian Bridge Co., Northern Electric, RCA Victor, Kingsway Film Equipment, Ahearn & Soper Ltd. and BMI Canada Ltd.

Agenda starts with open meeting Monday morning under CAB chairman of the board, G. A. R. Rice, CFRN Edmonton. After appointment of committees, there is to be a discussion on Canadian TV development and its possibilities, followed by a report from the Bureau of Broadcast Measurement, under its president, L. E. Phenner, Toronto. Annual meeting of BBM and election of officers is to be held before noon recess.

Campbell Slated

Afternoon meeting June 13 includes talk on "Agency Executive Looks at Broadcasting" by R. M. Campbell, J. Walter Thompson Co., Toronto, and a panel discussion on radio publicity.

Tuesday morning session starts with closed business meeting with reports from CAB executives, and discussion of CAB stand on NARBA led by George Chandler, CJOR Vancouver. Open meeting Tuesday morning will be a slide presentation on "Facts About Canada" by Andy McDermott, H. N. Stovin & Co., Toronoto. Tuesday afternoon open meeting includes a report on how surveys are made by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talk on "New Forms of the Broadcasting Art" by Stewart Finlayson, Canadian Marconi.

Closed Wednesday morning meeting will deal with BMI Canada Ltd. problems, and open meeting with panel discussion on "Selling the Industry" led by Maurice Rosenfeld, MacLaren Adv. Co.; W. D. Byles, Young & Rubicam; Waldo Holden, CFRB Toronto, and Guy Herbert, All-Canada Radio Facilities. There will also be a panel on "Keeping Posted" with Mr. McDermott; T. R. Hart, Spitzer & Mills Ltd., and Gordon Keeble, CFCF Montreal.

Afternoon open meeting June 15 will deal with sales reports under chairmanship of Ralph Snelgrove, CFOS Owen Sound. Panel discussion on "How to Emphasize Selective Radio" will be led by Jack Horler, Baker Adv. Co.; William Wright; Jack Slatter, Radio Representatives Ltd. A panel on "Programs Are Merchandise" includes Pat Freeman, CAB; W. Speers, CKRC Winnipeg; Lee Hart, NAB Washington.

Thursday morning closed meeting will deal with CAB policy on new Royal Commission on Broadcasting and Television, which starts meetings at Ottawa Aug. 1, and the report of which will set Canadian policy on radio for many years to come. There will also be a policy discussion on presentation to Parliamentary Radio Committee. Afternoon closed meeting will deal with performing right fees, unfinished business and election of officers.

Guest speaker at annual dinner June 14 will be B. K. Sandwell, former governor of CBC board of governors and editor of *Saturday Night*, Toronto weekly, whose subject is "Once There Were No Radios." Phil Lalonde, CKAC Montreal and CAB honorary president, will be chairman.

Entertainment will include cocktail parties by Canadian National and Canadian Pacific Telegraph Co., and Canadian Marconi Co., and boat trip to be given by Senator A. N. McLean, St. John, N. B.

AFRS Anniversary

FOUR years after the end of the war, service men stationed throughout the world and those in the 167 Army, Air Force, Navy and veterans hospitals in this country are still receiving 50 hours of radio programming weekly by the Armed Forces Radio Service through its 60 standard broadcasting stations. AFRS was started seven years ago in May to bring information, education and entertainment to American troops overseas. A joint operation of Army, Navy and Air Force since 1943, the group was put under direct control of the Office of the Secretary of Defense May 1 of this year. This was reportedly done because of the importance placed upon its overseas broadcasting operations not only to service men but to foreign listeners. AFRS headquarters are in Los Angeles.

WMSL LABOR EDICT

Must Cease Practices

THE NATIONAL Labor Relations Board, acting through a three-man panel, has ordered the Tennessee Valley Broadcasting Co. (WMSL Decatur, Ala.) to "cease and desist" from refusing to bargain collectively, discouraging membership in Radio Broadcast Technicians, and other alleged unfair labor practices.

The panel upheld the findings of NLRB Trial Examiner John H. Eadie that WMSL had engaged in certain unfair labor practices in violation of the National Labor Relations Act. Mr. Eadie's findings, issued as an intermediate report Dec. 29, 1949, grew out of a complaint filed by Radio Broadcast Technicians Local 1564, International Brotherhood of Electrical Workers (AFL).

Besides issuing its "cease and desist" order, NLRB directed WMSL to offer immediate and full reinstatement without prejudice to seniority and other rights and privileges to two discharged announcers and to bargain, upon request, with Local 1564. WMSL is a 250 w MBS outlet on 1400 kc.

RCA Victor, Camden, N. J., has announced availability of four new brochures, describing firm's latest developments in FM broadcast equipment, to those requesting them on broadcast station letterhead addressed to RCA field offices or Engineering Products Dept., RCA Victor, Camden.

COLLINS RADIO

Opens Three New Offices

COLLINS RADIO Co., manufacturer of broadcasting equipment, has opened new offices in Dallas, Knoxville and Dayton, F. J. Pippenger, assistant broadcast sales manager, has announced. The Dallas office, in the M & W Tower, is headed by T. B. Moseley. John Stanbery is in charge of the Knoxville office, located in the Fountain City Bank Bldg. Manager for the Dayton office, at 131 N. Ludlow St., has not been announced. Also announced is the addition of Theil W. Sharpe and F. A. Scott to the sales staff. Mr. Sharpe will headquarter in Dallas and Mr. Scott in Daytona Beach.

Spokesmen for Collins have stated their belief in both AM and FM broadcasting has been sustained by good sales volume over the postwar years and that "sales are at a level and prospects such that the future looks promising... It is apparent that AM and FM broadcasting will remain the leading entertainment and public service medium for some time to come. Television has our open support and is assuming a major role with us, but...the period that will be necessary to bring [TV]...to the country as a whole and the great areas that cannot enjoy television must continue to have the advantage of top-grade equipment source."

ELKHART 'QUIZ KIDS'

Build Good Will for Bank

SUCCESS of a local *Quiz Kids* show in Elkhart, Ind., is the subject of an article in this month's issue of *Bulletin*, official publication of the Financial Public Relations Assn. The article was written by Lloyd Z. Minnix, vice president of Elkhart's First National Bank, which sponsors the show on WTRC Elkhart—6:30-7 p.m., Monday—from the stage of the Elco Theatre. Mr. Minnix comments that "the good will engendered has unquestionably been beneficial." "From a public relations standpoint," he says, "the management feels this activity is a happy choice for any banking institution."

The show is produced under professional guidance of owners of the network program of the same name heard Sunday afternoons over NBC. Children in the network *Quiz Kids* show are mainly Chicagoans, and the show's sponsor, Miles Labs, recently decided to permit NBC stations to "train" out-of-town children for the network program by conducting such shows under local sponsorship.

For the top weekly winners in Elkhart the bank opens savings accounts. Winners also receive gold-plated pins bearing the initials "Q.K." Quarterly winners are sent to Chicago, expenses paid, to perform on the network show. Quizmaster of the Elkhart show is Oliver B. Capelle, a local advertising man.

5000 Watt Top Network Facility

$319,000.00

This is a well equipped station that has over $260,000.00 invested in an excellent plant. High monthly gross and comparable high monthly profit. Located in a choice and very substantial midwest market. Priced right for immediate action. Substantial down payment with balance out over twenty four months.

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Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

STERLING DRUG

Elects Hill Chairman

JAMES HILL Jr., president of Sterling Drug Inc., New York, was elected last week to the additional office of chairman of the board, succeeding the late Edward S. Rogers. Appointment was made at a company board meeting.

Mr. Hill

Filling a board vacancy, Dr. J. Mark Hiebert, vice president, was elected a director. The board also elected James F. Thompson as a vice president of the company, in charge of the Hilton-Davis Chemical Co. Division, Cincinnati.

RADIO CENTER

Opened by WASK WFAM (FM)

NEW radio center of WASK Lafayette, Ind., and its FM affiliate, WFAM, was formally opened in a three-hour (7-10 p.m.) program last Tuesday. The center replaces WASK's former studios, from which programs had originated for seven years.

Six air-conditioned studios, including a main studio seating more than 100 persons, and two master control rooms are provided in the center. The structure also contains a reception room, offices and a music library. Raytheon, RCA and Gates speech input equipment is used.

WASK is a 250 w MBS outlet on 1450 kc. WFAM operates on Chanel 236 (95.1 mc).

KLBM OFF AIR

Equipment Parts Stolen

THEFT of technical equipment last month forced KLBM La Grande, Ore., to suspend operations completely May 8, according to John G. Jones, station manager. KLBM is licensed to Inland Radio Inc.

The equipment was of a permanent nature and replacement parts had to be rushed in from a considerable distance. Murray Durham, chief engineer; Chuck Harlan, technical chief for Inland Radio, and other KLBM technicians were required to check and test replacements constantly. Loss of equipment deprived KLBM listeners of several Mother's Day programs scheduled that Sunday.

Thieves had not yet been apprehended but city and state police are working on the case, Mr. Jones reports. Conviction for the crime of forcing a station off the air carries severe penalties if tried in federal courts, the station pointed out.

Over-Ambitious

A YOUTH's ambition to sing on the radio has gotten him in trouble with the law—because he allegedly posed as an FBI agent. Robert Palmer, 20, from Springfield, Ohio, was ordered held under $1,000 bond in Cincinnati May 16 after reportedly making several attempts to get time on WLW as an FBI man. In his latest attempt, Mr. Palmer was shown to a studio and allowed to sing into a dead microphone while the station notified the real agents.

ALASKA RESCUE

KFAR, KENI Air Reports

DRAMATIC radio coverage of a rescue mission in the frozen barren wasteland of Alaska has been reported by KFAR Fairbanks and KENI Anchorage, Midnight Sun Broadcasting Co. stations. A U. of Alaska professor, Bert Griffin, had been the object of a widespread aerial search since he failed to arrive at Galena on a flight from Fairbanks.

He was rescued by the U. S. Air Force in one of the few known glider-pickup rescues in aviation history, in which a C-54 transport, towing a CG-15-A hospital glider, was dispatched from Ladd to the crash scene. It was a searching C-47 which located the missing aircraft on a small island, and made possible the rescue.

Station's special events crew of Del Day, Arvid Erickson and Augie Hiebert recorded the 10th Squadron glider rescue, and gave listeners 45-minute reports on both stations. Mr. Griffin told listeners he became lost and was forced to land when fuel ran out. In the past KFAR also covered the Tanana River ice breakup in 1946, and was the first station to send a representative along with the Air Force weather flights over the North Pole, according to Mr. Hiebert, acting KFAR manager.

Mooney Elected

ALICE LYNNE MOONEY, account executive with Lawrence Everling Inc., Philadelphia, was elected president of the Philadelphia Club of Advertising Women at the annual business meeting held at the Poor Richard Club. Miss Mooney succeeds Mrs. Helen Carroll Corothers, retiring president. Other officers elected include Mrs. Jerrie C. Rosenberg, radio director, Lavenson Bureau, first vice president; Ann La Mott, Ford Bros. & Co., second vice president; Marie Kerrigan, A. Pomerantz & Co., recording secretary; Mrs. Mary Beitler Whitmore, Accurate Addressing Co., corresponding secretary, and Gladys N. Mornan, S. E. Roberts Inc., treasurer. New officers will be installed July 6.

AT PREMIERE of *The Young American Club* program, sponsored by Foremost Dairies Inc. on WOAI San Antonio [BROADCASTING, May 30], sponsor and station representatives register happy smiles. L to r: Lou Riklin, WOAI account executive; H. R. Vanderpool, manager, San Antonio plant of Foremost, and Louis E. Smith, WOAI merchandising manager. Foremost plans 32 *Young American Club* programs in all parts of country, where firm's plants are located. WOAI program was fourth to take air. The "parent" show has been aired for past three years on KTBS Shreveport.

CALIF. TIRE CO.

Lauds Station; Plans Increase

KJBS San Francisco reports getting the kind of fan mail all stations love to receive. It came with a promise of additional business.

Benson M. Sherman, of the San Francisco agency bearing his name, wrote Ned Smith, sales manager of KJBS:

"It's not my practice to write commendatory letters to media—it's their job, I feel, to bring results in proportion to the amount of money spent by the client.

"But when a medium does as unusual and as outstanding job . . . I feel a special pat on the back is in order.

"By close checking with every retail customer of the California Tire Co., we have found that our 15-minute programs — Saturday midnight and Sundays from 9:45 to 10 a.m.—has brought us direct and consistent results week after week. Actually, we have been amazed at the number of people who drive over to the California Tire Company in direct response to our KJBS broadcast offerings.

"Be sure that our KJBS schedule will be expanded within the next 30 days."

HULLINGER

In Hall Post at ABC Western

NED HULLINGER, assistant promotion manager of ABC Western Division, has been named western publicity manager to replace Robert Z. Hall, resigned, according to Frank Samuels, network's western vice president.

Mr. Hullinger joined ABC Hollywood publicity department in November 1945. Last February he was transferred to the promotion department as assistant manager. A native of Urbana, Ohio, he is a graduate of Northwestern U. He also has been advertising manager of General Finance Corp. and has served as a reporter on the staffs of the Evanston *News-Index*, Chicago *Daily News* and the Gary (Ind.) *Post-Tribune*. Mr. Hall had been with ABC since June 1944 and had been manager since early 1946.

Permit Requested

FCC routine was reversed recently when C. L. Cooley of Bradford, Tenn., stated in an application that his station, for which he desired a license, is ready to go on the air as soon as approval can be secured. Mr. Cooley, a 43 year old veteran who is self employed as a radio repair man, had an application returned several months ago when he applied for 18 w—far below the FCC minimum of 100 w. He is now applying for this minimum and stated that he plans to operate eight hours a day, four days a week. The application, written in longhand, states that the transmitter is of Mr. Cooley's own design. Tower location, shown on a rough sketch, is located "Two miles east of the watter tank at Bradford."

MILTON L. GREENEBAUM, president of Saginaw Broadcasting Co., licensee of WSAM WSAM-FM Saginaw, Mich., presented the Arnold Boutell Award to Eric F. Wieneke, senior Saginaw city councilman, for Mr. Wieneke's efforts in making possible city's new water system.

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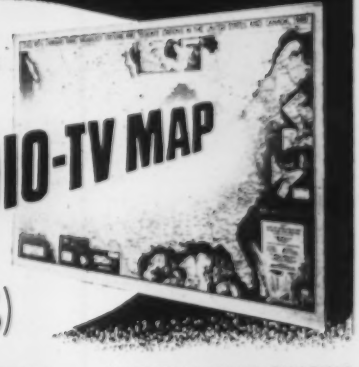
1949 RADIO-TV MAP



60c ea. (50c - 10 or more / 40c in lots of 50)

Please include payment with order.

BROADCASTING • TELECASTING

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WASHINGTON 4, D. C.

HOLLYWOOD AD CLUB

FC&B's Belt Elected

ERNEST BELT, national advertising manager of *Hollywood Citizen News* and for past year first vice president of Hollywood Advertising Club, has been elected president of the organization. He succeeds C. Burt Oliver, who continues on the board of directors. Mr. Oliver is general manager of Foote, Cone & Belding, Hollywood.

Homer H. Boelter, owner of Homer H. Boelter Lithography Co., and J. Neil Reagan, Hollywood manager of McCann-Erickson, were elected first and second vice president respectively. Esther Mangan, sales executive of Los Angeles Engraving Co., and Sydney B. Gaynor, vice president of Raymond R. Morgan Co., were made secretary and treasurer respectively of the Ad Club. Frank Ford, head of his own advertising agency, was elected to the board of directors on a one year term, succeeding Tom Lane, resigned.

Evaluation Group

SEEKING to raise the program level of radio and television, the Southern California Assn. for Better Radio and Television held its first organizational meeting in Los Angeles May 24. Purpose was explained by one of its co-founders, Mrs. Clara S. Logan, former radio chairman of the 10th District Parents & Teachers Assn. She proposed evaluation of programs by listening and looking, plus subsequent publication of findings.

Milestones

► WBZ-TV Boston marked its first birthday May 29.

► WSUI at State U. of Iowa, Iowa City, is celebrating its 30th anniversary this year. Station originated a regular broadcasting schedule in 1919 when it was known at 9YA. Carl Menzer, present director of the station, was also its first director.

► June 4 marked 100th broadcast of KNBC San Francisco's *Signposts for Young Scientists. Signpost* listeners were invited to an open house and special birthday party.

► To celebrate its second birthday May 18, WPIT Pittsburgh organized a series of birthday parties. Complete "fixings" for a party were sent to all agencies and allied fields in Pittsburgh area. Package included a decorated cake, ice cream, paper plates, spoons and napkins. Enclosed was a card thanking various organizations for the part they played in the growth of WPIT and inviting them to join with the station in celebration of its "cotton" anniversary.

► WISN Milwaukee and the Milwaukee County Pharmacists' Assn. will celebrate the seventh anniversary of public service program *Know Your Druggist Better* June 8 when druggists fete the WISN staff at a dinner-dance.

► Dressed in authentic costumes of 1849, some 1,500 persons—employes of the McClatchy newspapers and stations and their guests—gathered in the Sacramento, Calif., Civic Auditorium to mark 100th anniversary of arrival in Sacramento of James McClatchy, founder of *The Sacramento Bee*, forefather of the present McClatchy station and newspaper chain.

► John Falkner Arndt & Co. Adv., Philadelphia, observed its 25th anniversary in May, marking the occasion with a pamphlet titled, "Achievement."

► Stan Lomax, WOR New York sportscaster, was honored May 30 through June 3 on a variety of the station's programs during "Stan Lomax Week," celebrated in recognition of his 15 years of broadcasting for WOR. Mr. Lomax appeared on five programs throughout week in addition to his regular sportscasts, Mon.-Fri., 6:45-7 p.m.

CBS SUSTAINERS

Hiatus for Hayes, Godfrey

CBS has announced the scheduling of two sustaining summer replacements for commercial shows on hiatus. *Earn Your Vacation*, a quiz series with school teachers competing for prize vacation trips, replaced the Helen Hayes *Electric Theatre*, Sunday, 9-9:30 p.m., starting June 5. On July 31 the *Electric Theatre* sponsor, Electric Companies Advertising Program, will place *Meet Corliss Archer* in the time period. This series will run through Oct. 2 with Miss Hayes returning to the air Oct. 9.

Young Love will fill the spot vacated by Arthur Godfrey and his *Talent Scouts*, starting July 4. A comedy series about a wedded college pair, the program will be a CBS sustainer.

Fairfax Agency Named

DAVID RODES Inc., New York, manufacturer of Inflato Toys, has appointed H. W. Fairfax Advertising Agency Inc., also New York, to handle its advertising. Television campaign for the giant (four feet high) inflated toys will be tested with one-minute spots on WATV (TV) Newark, to be followed with similar spots in the New York and Chicago areas. The filmed commercials will promote mail-order buying of two inflated toys, a "big shmoo" and a sea horse, both at $2.95 each, and a play pond for $7.95. New York and Chicago stations are still not selected.

► J. Walter Thompson Argentina, Buenos Aires office of J. Walter Thompson Co., last month celebrated its 20th anniversary with a commemoration banquet for company members. Veterans Santiago Bona of the media department, and Gus Balban, production manager, both with two decades of service, each were presented with gold Parker "51" pens. South American office opened with staff of four and two clients, and numbers 100 staff members today serving 50 clients.

► Dr. J. Arthur Myers, known as "Unseen Advisor," is now in his ninth year of broadcasting on WIP Philadelphia.

UN TO BE CITED

NBC to Aid in Observance

NBC, in cooperation with the American Assn. for the United Nations, will launch a countrywide five-week observance of the accomplishments of the UN Sept. 18. Announcement of the public service project was made by Sterling W. Fisher, NBC manager of public affairs and education.

The observance will start two days before the UN General Assembly convenes and close with a Worldwide UN Day Oct. 24. Telecasts from UN, documentary shows and other special programs will mark the occasion, and sponsors of all NBC commercial programs will be asked to keynote UN themes during the period.

Other features will include an afternoon of folk music and dancing in New York's Rockefeller Plaza on Sept. 25, special exhibits and a banquet in the Waldorf Astoria on Sept. 23, with State Dept. and UN officials participating in the broadcast portion.

Henry Nolan Dies

HENRY J. NOLAN, 40, assistant controller of McCann-Erickson Inc., New York, who had been with the agency 25 years, died May 25 of a heart ailment in his home. Surviving are his wife, Mrs. Helen G. Nolan; a son, James A. Nolan; his mother, Mrs. Jennie Nolan; two brothers and three sisters.

BROADCASTING'S 1949 Marketbook will be published August 15.

Advertising deadline July 15. Reserve space today in your state sections. Regular rates.

17,500 circulation

Up to 42% Savings on your Recording Costs!

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COLUMBIA

(Lp) Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side

10" Plays 13 Minutes, each side.

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Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

SPOT RADIO THE BEST BUY

Brochure of NBC Spot Sales Plugs Results

THE ADVERTISER'S best buy is national spot radio, according to a new brochure of NBC Spot Sales which points up the advantages of broadcasting over magazine and newspaper advertising.

The piece is a plastic-stitched book, attractively illustrated, and contains testimonials on the effectiveness of Spot Sales.

One testimonial, from an unnamed president of an agency, said that an analysis of 633,000 returns on premium offers, radio had the lowest cost per return, 8.7 cents as compared with 22 cents in Sunday supplements; 36 cents in newspapers, and $1.17 for magazines.

Another testimonial, from an account executive, showed the cost of obtaining orders on a $2.95 sewing book. The account executive testified that every NBC-owned station plus certain NBC affiliates "paid out for us extremely well." The figures cited:

Station	Orders Received	Total Cost	Order Cost
WGY Schenectady	1,603	$1,155.00	72¢
WMAQ Chicago	4,109	2,512.50	61¢
WNBC New York	3,850	2,940.00	76¢
WRC Washington	1,045	878.50	84¢
WTAM Cleveland	2,447	1,274.00	52¢
KNBC San Francisco	3,543	1,502.00	42¢
KOA Denver	1,450	840.00	58¢

The brochure opened with pictures of an easel presentation of radio coverage in the Chicago area compared with magazines and newspapers in the same area. WMAQ Chicago was said to reach 2,503,870 daytime; the nation's largest magazine had 592,956 circulation in the area, while Chicago's largest newspaper had 1,010,829 circulation in the area. Similar studies, said the brochure, are available for New York, Cleveland, Washington, Schenectady, Denver, San Francisco and Chicago.

The book closed with a presentation of what $50,000 will buy among media. That sum, it was said, will purchase three black and white pages in the nation's largest magazine, or four full pages in each of the largest newspapers in seven major markets, or 24 daytime hours on the leading radio stations in seven markets, or 150 station breaks on the leading radio stations in seven major markets. The major markets listed were New York, Chicago, Cleveland, Washington, Schenectady-Albany-Troy, San Francisco and Denver.

INDEPENDENTS

Offer Opportunity—O'Konski

LISTENERS are looking to the independent station to save them from boredom, Rep. Alvin E. O'Konski (R-Wis.), president of WLIN Merrill, Wis., told the graduating class of the National Academy of Broadcasting, Washington, D. C., late last month.

Rep. O'Konski

Rep. O'Konski said he believes "people are tired of soap operas and murder mysteries" and that "we need new patterns for entertaining and informational broadcasts."

He urged graduates to avoid imitation of sponsored programs and to be alive to the desires and needs of their communities. He suggested that graduates seek employment with independents in small cities and suburban localities.

On AAAA Committee

WINSLOW H. CASE, of Campbell-Ewald Co., New York, and Alvin H. Kaplan, of Kaplan & Bruck, New York, have been named members of the American Assn. of Advertising Agencies standing committee on radio and television. Their terms run to April 1950. Chairman of the committee is Carlos Franco of Young & Rubicam, New York.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

ATLANTA MACON SAVANNAH

The Georgia Trio

WAGA ATLANTA 5000W · 590Kc

WMAZ MACON 10,000W · 940Kc

WTOC SAVANNAH 5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.

'ELECTRON TUBES'

RCA Editors Compile Papers

ELECTRON TUBES Vol. I, II. Edited by Alfred N. Goldsmith, Arthur F. Van Dyck, Robert S. Burnap, Edward T. Dickey and George M. Baker. Princeton, N. J.: RCA Review, RCA Laboratories Div. Vol. I pp. 475, Vol. II pp. 454.

PAPERS on the general subject of vacuum tubes and thermionics which were originally published during the years 1935-1948 have been compiled into these two volumes by RCA authors and editors. The preface states that the books are published "for scientists, engineers and others whose work involves the design of tubes or their application with the sincere hope that the material here assembled may serve as a useful background text and basic reference source to help speed new tube developments and thus advance the science and art of radio-electronics."

Electron Tubes, Vol. I and II, are the ninth and tenth volumes in the RCA Technical Book series and are the first devoted exclusively to tubes. Vol. I covers the period 1935-1941 and Vol. II carries the series through 1948. Both volumes are presented in four sections: General, transmitting, receiving, and special. As additional sources of reference the appendices contain bibliographies on vacuum tubes, thermionics and related subjects and reference lists.

CBC RADIO TIME

Used by Political Groups

RADIO IS being used to a considerable extent by major Canadian political parties during the federal election campaign. All national network broadcasting is handled on a free time basis. Only provincial networks may carry paid political broadcasting under CBC regulations. At mid-May reports at Toronto, where all network booking must be cleared with CBC, radio end of federal election campaign show that both the major parties, Liberals and Progressive-Conservatives, will have their party leaders do most of the network broadcasting. Bookings by the Progressive-Conservative party at this date are farthest advanced in eastern Canada, following closely the campaign travels of George Drew, party leader. Bookings are being placed for all Canada by McKim Adv. Ltd., Toronto.

The Liberal party bookings at this date are not as far advanced, and such bookings as have been made follow the campaign travels of Premier Louis St. Laurent. Bookings are being made by Louis Leprohon, Liberal party radio network liaison officer at Ottawa. The Co-operative Commonwealth Federation (socialist party) had not yet booked any provincial network time at mid-May, nor had any of the smaller parties. Bookings on local stations are beginning to increase for local political talks.

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Production

STANLEY HESS has been named program manager of WICU (TV) Erie, Pa.

CHARLES GRADY has joined announcing staff of WIMA Lima, Ohio. He also has been appointed regional news director.

DORSI WINN, formerly with General Amusement Corp., has joined WNYC New York as staff writer.

DON GEHRING, freelance writer, has joined continuity staff of WFDF Flint, Mich. **RALPH GILDROY** and **LEE DRISCOLL** have joined station's announcing staff.

DAL GRAY, formerly with CKOV Kelowna, B. C., has joined announcing staff of WBEN Buffalo, N. Y.

JOHN MILLAR, graduate of Hal Bagg School of Broadcasting, New York, has been appointed to staff of WDEV Waterbury, Vt.

STANLEY BURNS, formerly with WINS New York, has joined announcing staff of WTTT Coral Gables, Fla. He is being featured in two morning disc shows.

MAURICE C. DREICER, conductor of *I Challenge You* on WEVD New York, sails June 7 for an extended European trip. He will make recorded interviews via battery tape recorder for program to be called *European Diary*, which he will offer for sale to stations in this country.

BILL HAWORTH, formerly freelance announcer and newscaster, has joined KFI Lon Angeles announcing staff as a vacation relief announcer.

JERRY GROVE, formerly with WSNY Schenectady, N. Y., has joined WIP Philadelphia as summer-relief announcer.

BETTY SCHMIDT, program director at KXLK Great Falls, Mont., is resigning to go to Europe. She will spend the summer in Czechoslovakia as member of the Experiment in International Living.

ROBERT H. FORWARD, assistant program director at KTTV (TV) Los Angeles, is the father of a boy, William Richardson.

VIRGINIA CROSBY of WGN Chicago program staff, and **GORDON SEEBERG,** vice president of Del-Farm Foods, have announced their engagement.

FRANK DODGE of CBS Arthur Godfrey staff, and **JACQUELINE JONES,** network receptionist, have announced their marriage.

BILL WHALEN, WCOP Boston announcer, disc jockey and sportscaster, is the father of twins, Kurt and Karen.

Newsmen Meet

RICHARD HARKNESS, commentator, was slated as principal speaker at a meeting of the Carolina Radio News Directors Assn. last Friday and Saturday at the Ocean Forest Hotel, Myrtle Beach, S. C. The association membership comprises radio newsmen from the two Carolinas.

JAMES P. TURNER

Former WINK Manager Dies

JAMES PARKINS TURNER, 47, account executive with WTAN Clearwater, Fla., and former manager of WINK Ft. Myers, Fla., died May 25 at Morton Plant Hospital in Clearwater. His death followed a major operation and five weeks illness.

Mr. Turner

A pioneer in the industry, Mr. Turner was at one time general manager and later part owner of the old WJAY Cleveland. For four years he led his own dance band, playing throughout the Midwest. In 1938 he joined WSIX Nashville where he remained for nearly five years, leaving there to join WING Dayton and WIZE Springfield, Ohio, as program director and promotion manager. He was later sent by the WING-WIZE management to Florida as general manager of WINK.

Mr. Turner is survived by his wife, Mrs. June D. Turner, and a son, Terry, both of Clearwater.

BASIL LOUGHRANE

Producer-Director Dies

BASIL LOUGHRANE, 48, freelance radio director and producer of MBS and NBC shows, died May 29 at his Mamaroneck, L. I., home of a heart attack.

Mr. Loughrane produced and directed *Sherlock Holmes* for Mutual and *Light of the World* for NBC. Previously, for Lord & Thomas agency, Chicago, he had been director of the first *Amos 'n' Andy* series, and later of the *Lum 'n' Abner* programs.

He was an AFRA member, and belonged to the Radio Directors Guild. He is survived by his wife, Mrs. Helen Francess Codd Loughrane, and a son, Barry E. Loughrane.

WLBR Lebanon, Pa., received American Legion's 40 and 8 Club award for outstanding community service.

MAYOR REPORTS

KITE Sets Weekly Broadcasts

"FIRESIDE chats" are returning to the radio scene in San Antonio through arrangements made by Charles W. Balthrope, owner of KITE San Antonio. Newly elected mayor of San Antonio, Jack White, will broadcast each Sunday beginning June 12 over a three-station local hook-up—KITE KMAC and KCOR.

Mayor White, a hotel operator, was challenged to run for the office by an established politician who was seeking re-election, according to KITE. Accepting the challenge, Mr. White in his campaign, which relied heavily on radio appeals, promised if elected to make periodic reports on city governmental affairs. He was elected by a wide margin, and Mr. Balthrope immediately offered him free air time for a series of non-political progress reports and discussions on civic problems.

The talks will originate at KITE and be fed to KMAC and KCOR. Ten-minute broadcasts are planned with time extended to 15 minutes when necessary. In addition, Mayor White will give KITE listeners a personal account of city council meetings. The latter reports will be recorded from city hall for rebroadcast on a KITE newscast.

WHAY OPENS

New 5 kw Station on 910 kc

WHAY, new fulltime standard station at New Britain, Conn., began operation May 23. Owned by the Central Connecticut Broadcasting Co., the station operates on 910 kc with 5 kw. Station is programmed daily from 6:30 a.m. to midnight.

Laurence C. Edwardson is president of Central Connecticut Broadcasting, which is composed of a group of New Britain businessmen. Other officers are George Coyle, vice president; Leo V. Gaffney, treasurer, and Hillis W. Holt, secretary and general manager of the station. Staff personnel include Frederick E. Bieber, assistant manager; Mr. Edwardson, sales manager; William T. Walker, program director, and Allan S. Taylor, accountant.

Station has been in the planning stage for five years, spokesmen said. Actual construction started last October. WHAY's studios and offices are located at 22 Grove Hill. Its transmitter and five tower array are in Farmington.

PHILCO Corp. has published and is making available to its distributors new "Radio Component Handbook," for engineers, technicians and servicemen.

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WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

WSTC and WSTC-FM
STAMFORD CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

Feature of Week

(Continued from page 10)

show. The script, created by Gil Fawcett, KDAL traffic manager, who also doubles on the fiddle, wrapped up a facetious presentation, "A Day in Studio A."

The puppeteers, Betty Vanderport, of the KDAL bookkeeping department, and Mrs. Richard Piper, the only outsider connected with the project, produced the action.

As the curtain fell at the conclusion of each puppet performance KDAL stars, in person, began circulating program schedules complete with pictures of the KDAL staff. Before distribution of the schedules was completed after each show the puppet stage curtain went up again, revealing an opal glass screen. During the period between the puppet shows a rear-view projector threw 16 color slides of KDAL stars on the screen.

The puppet shows and the slides were part of KDAL's overall station promotion plan launched last September to sell voices, personalities and programs.

NEW officers and board members for the coming year were elected late last month by the Washington Ad Club. At meeting following elections are (l to r): Front row—Bruce Cleveland, National Transitads Inc.; Alvin Q. Ehrlich, Kal, Ehrlich & Merrick Adv.; Ben Baylor, WMAL WMAL-TV; William F. Sigmund, Henry J. Kaufman & Assoc., new club president; Henry M. Voss, Lansburgh & Bro.; Orin F. Ballou, S. Kann Sons Co.; Matt Meyer, *Washington Daily News*; second row—Ben Strouse, WWDC WWDC-FM, retiring president; Stanley Bell, WRC-NBC, treasurer; J. Conrad Jacobs, *Washington Daily News*; William Janof, *Washington Evening Star* (WMAL); W. Frank Gatewood, *Washington Times Herald*; N. Ward Guthrie, Guthrie Lithograph Co., secretary; James W. Seiler, WRC-NBC; Claude H. Woodward, Better Business Bureau, and Tom Griffin, *Washington Daily News*, first vice president. Five directors elected were Messrs. Ballou, Cleveland, Gatewood, Janof and Seiler. Not shown is John S. Bartlett, Potomac Electric Power Co., second vice president.

HUFFMAN NAMED

Heads Wisconsin Network

WILLIAM F. HUFFMAN, president of WFHR Wisconsin Rapids, Wis., was re-elected president and treasurer of the Wisconsin Network at the annual meeting of stockholders in Fond du Lac. John Walter, manager of WJPG Green Bay, was renamed vice president and George T. Frechette, WFHR program director, was re-elected secretary. Mr. Huffman will serve his eighth term as president of the regional network this year.

The Wisconsin Network, organized in 1941, is composed of following stations in addition to WFHR and WJPG: WIBU Poynette-Madison, WCLO Janesville, WGEZ Beloit, WRJN Racine, WHBL Sheboygan, WHBY Appleton, KFIZ Fond du Lac.

On All Accounts

(Continued from page 10)

consumer, the audience preference factor has to be given the utmost consideration," he explained. "We feel that in a major market like Chicago, music lovers constitute a very significant economic unit—large enough to attract sufficient sponsors to sustain the operation. We feel that FM can be developed and carried to its logical place of importance in the radio industry only by offering a highly-specialized service.

"Our best proof, we felt, were the two types of service we were offering. During the day, most other FMers were offering a similar type of music, whereas at night the station was in a class by itself. The choice, then, was obvious."

In addition to the new accounts which Mr. Miller has pocketed, he also is relying on several sponsors, already using the evening shows, who plan to extend schedules.

Bob Miller is another of those young Midwesterners to have served an apprenticeship under Gene Dyer, who developed not only WSBC, but WAIT and WGES Chicago as well. He joined WSBC in 1939 as a 21-year-old announcer, just out of DePaul U.'s Commerce School. He had hoped to study law, but radio proved the greater lure.

Mr. Dyer lost no time harnessing Bob's well-organized mind to sales—and the young man was on his way. When the FCC duopoly ruling made it necessary for Mr. Dyer to dispose of the station, Mr. Miller was the logical one to take it over. He, and a younger brother, Arnold, raised the money.

Arnold Miller is responsible for WXRT's excellent taste in programming. Now only 26, he has studied music at Northwestern, Chicago, DePaul, Columbia U. and the Eastman School of Music at Rochester, N. Y. He wisely recognizes that his brother's business acumen is needed to keep his carefully selected concertos and symphonies on the air.

Both WXRT and WSBC are strictly family affairs. In addition to the two brothers, Bob's wife, the former Gertrude Hillman, helps at the station. And often their 6-year-old daughter, Chellie, and a todler named Drew, are seen on the premises.

WNEW Petition

WNEW New York has petitioned the FCC for action on its long-standing application to increase power from 10 kw to 50 kw on 1130 kc, directional fulltime. WNEW pointed out that the Commission in granting renewal of licenses to WNEW and WOV New York and separating common ownership indicated the record on the power increase request was complete but that separate action would be taken. WOV was granted transfer of control to Victory Broadcasting Co. [BROADCASTING, May 16]. Common owner of both stations has been Arde Bulova.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

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• JEWISH
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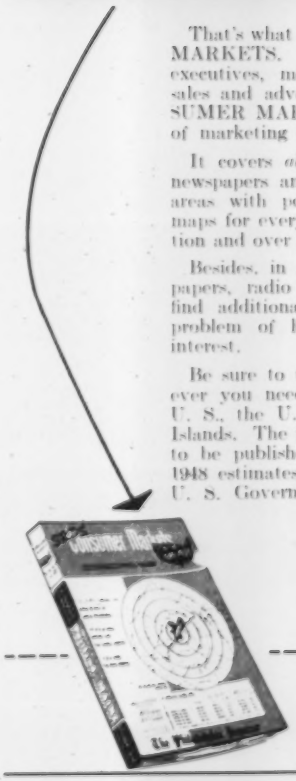

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NEWEST promotion idea of WOAI San Antonio features slogan "Advertising Dollars Do More On WOAI," and endorsements by clients. Back page of bi-monthly program schedule issued by station carries this selling message with picture of sponsor and title of program. Typical endorsement is that by Reagan Houston, president of Alamo National Bank of San Antonio, sponsor of *The Roving Banker*. Mr. Houston states: "We chose WOAI because we felt it offered best possible coverage of our program, at a relative cost that appealed to our banking sense of good judgment." Two issues in series have been mailed out to date to agencies, clients and merchandising lists.

Popularity Contest

THIRD ANNUAL juvenile author popularity contest conducted by *The Hobby Horse Presents* (WMAQ Chicago, Saturdays, 8:45 a.m. CDT) netted more than 53,000 votes from youthful listeners to the book program. Winners among 2,000 authors voted for will appear as guests on show, sponsored by Carson, Pirie, Scott & Co., Chicago department store.

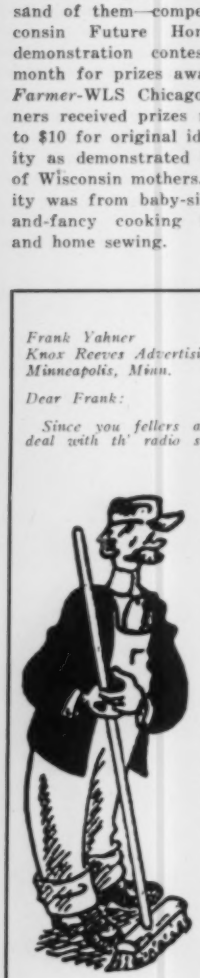
Future Homemakers

TEENAGE girls—more than a thousand of them—competed in the Wisconsin Future Homemakers Assn. demonstration contests during past month for prizes awarded by *Prairie Farmer*-WLS Chicago. Sixty-six winners received prizes ranging from $2 to $10 for original ideas on domesticity as demonstrated before audiences of Wisconsin mothers. Range of activity was from baby-sitting and plain-and-fancy cooking to upholstering and home sewing.

Frank Yahner
Knox Reeves Advertising, Inc.
Minneapolis, Minn.

Dear Frank:

Since you fellers always wants ter deal with th' radio station th' people lissens at, you all will like this:



T'other day hunderds of Charleston kids went ter Wash'ton fer a visit and a toor. Nacherly th' parents wuz worried, so jist as soon as th' gang arrived in Wash'ton, one o' th' teachers called WCHS and tole us ter tell th' folks ever'thin' wus all right! When they wanted Charleston ter know sumthin' they asked WCHS ter tell it, 'cause folks around here lissens ter their number one station!

Yessir, in easin' a parent's mind or in sellin' fer you, WCHS is FIRST in Charleston!

Yrs.
Algy

WCHS
Charleston, W. Va.

Promotion

CBS Sales Balloon

PULLING up that sales curve is occupation of man in balloon, pictured on latest CBS promotion folder. Opening folder, reader finds reasons given by CBS as to why its man in the balloon "can lift a sales curve!"

WFBR's String Contest

AT WFBR Baltimore, Jim and Phil Crist—*Morning in Maryland* program—launched a kite and 115 balloons to culminate their string contest. Thirty-eight prizes were offered to people who could return identification tags. Previous to contest listeners sent pieces of string to Phil Crist who wound them on ball. Mystery contest was held inviting listeners to guess what Crist brothers were going to do with ball of string. Mystery word was given out each day with some letter missing; at end of 12 days, audience had answer to final event.

Crist brothers launch their kite and balloons.

* * *

'Behind the Mike'

LATEST promotion activity of WIMA Lima, Ohio, is weekly "Behind the Mike" radio column. Column is carried in the *Lima Penny Saver*, free, weekly shopping guide with rural circulation of 10,300. WIMA and Mutual programs and personalities are highlighted. Column is "cross-plugged" on feature programs of station.

Classical Music Poll

POLL to determine classical music preference of city's listeners has been completed by WBMS Boston. Result of four months' survey conducted with station's monthly program subscribers, poll elected Beethoven as favorite composer by wide margin. First place symphony was Brahms' Symphony #1; Sibelius' "Finlandia" was favorite tone poem, and Bizet's "Carmen" was favorite opera. Several other categories including overture, operetta and musical comedy were included.

Evening's Fun

SPECIAL FM promotion in form of evening's entertainment at studios of WHFB-FM Benton Harbor, Mich., May 21 brought together for first time large group of station's newly formed "FM Club." Three-hour party included gifts of record albums, impromtu mystery show by guests, palm and hand-writing analyses over air, newscasting by guests, awarding of door prizes, and refreshments. Station reports that club now has 200 members. Only requisite for membership is certified ownership of an FM radio.

Salute to WTVN (TV)

ARTISTS conception of LeVeque-Lincoln Tower in Columbus, Ohio, when WTVN (TV) tower is erected atop building is featured in reprint of article in *The Columbus Citizen* being distributed by station. WTVN, which plans to take air by Labor Day is licensed to Picture Waves Inc. Edward Lamb is owner. Article was written by Jo Bradley Reed and features story of Mr. Lamb and his radio and TV interest plus some facts on WTVN's plans. Mr. Lamb also is owner of WICU (TV) Erie, Pa.

By the Shores

FROM the shores of Lake Minnetonka will come five of WCCO Minneapolis' evening programs each week during the summer. Five half-hour programs moved to picnic pavilion at Excelsior Park, Minn. Move of its popular evening shows will enable WCCO to accommodate an audience of 3,000.

Transit Radio Activities

TRANSIT RADIO, Chicago, is sending out 16-page mailing piece outlining its activities, methods and costs. Printed offset with pictures and type, booklet is yellow, black, white and gray. It was designed by Frank Pellegrin, national sales manager.

WIP Campaign

MAMMOTH 16¼ x 12" booklet carrying reproductions of its spring-summer audience promotion campaign has been distributed by WIP Philadelphia. Six ads are reproduced on heavy glossy paper. Ads designate WIP's children's features, sports, personalities, music and news programs.

Personnel

JIMIE SPANOS, publicity and promotion director of WIND Chicago, has resigned to move to New York. Her working plans will be announced later.

SARAJANE CHERASHORE has been appointed to WPEN Philadelphia promotion staff to assist **WILLIAM B. CASKEY.**

WQXR APPEALS

Non-Hearing Taunton Grant

NOTICE of appeal in the U. S. Court of Appeals for the District of Columbia was filed May 26 by WQXR New York against FCC's non-hearing grant to Silver City Broadcasting Corp. at Taunton, Mass., last November.

WQXR, assigned 10 kw fulltime on 1560 kc and applicant for 50 kw on that channel as a Class I-B station, opposed the Commission's award of 1 kw daytime on 1560 kc to Silver City. WQXR charged that objectionable interference would be caused to its primary, secondary and intermittent service areas in violation of the Commission's rules and standards. In denying WQXR's petition for reconsideration of the Taunton grant, the FCC in early May had ruled that the New York outlet wasn't entitled to such protection.

WQXR told the court that FCC had held a hearing on its request for 50 kw I-B operation even before the Silver City application was filed. It was pointed out that the Commission failed to consider the WQXR application when approving the new Taunton station without hearing. The appeal was filed by WQXR's Washington counsel, Loucks, Zias, Young & Jansky.

Lehrbas to Paris

LLOYD A. LEHRBAS, director of State Dept.'s Office of International Information, has been appointed to the U.S. delegation to the sixth session of the Council of Foreign Ministers which convened in Paris May 23. Mr. Lehrbas, under whose office Voice of America operations are maintained, will serve as public affairs officer to the delegation.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Respects

(Continued from page 40)

man has difficulty in selling, and the amount of time all this takes at the expense of family life.

The postwar scramble had a parallel in Mr. Cowan's life with his start in the business of selling ideas back in his native Chicago in 1931, when he found having a bachelor of science degree was no help in landing a radio job.

In his school days he already had begun to build the foundations for a radio career. He constructed his own radio sets. As president of his high school sophomore class, he simulated a radio studio for the class dance under the call letters WBSC, which stood for "World's Best Sophomore Class." In college, he was circulation manager of the *Daily Maroon*, campus paper, and used electrical transcriptions to sell the paper. In college, too, he did a research piece under Prof. Harold Lasswell on a comparison of selling ideas by oral and visual media. The Lasswell course in social psychology got him intensely interested in ideas and how to sell them—a fascination he has never lost.

It was in college, too, that he laid another important chunk of the Cowan foundation. As publicity and promotion manager of the Black Friars dramatic club, he persuaded Wayne King, then near the beginning of his career, to talk about the Black Friars over KYW—the Westinghouse station which has since moved to Philadelphia.

But all this didn't add up to a chance at a radio station job, which was the Cowan ambition. Nor, in those depression days, did it rate a job with an advertising agency or newspaper.

Finally, however, he landed a connection at the Aragon and Trianon Ballrooms and set up a publicity office in the Willoughby Tower. His pay was $25 a week and he was aware that he might not be worth it.

Anxious to prove otherwise, he turned to radio to sell the orchestras at the ballroom. Ted Weems and Hal Kemp were among the band leaders he publicized. Curiously enough, Wayne King, who aided him in college, now sought his services, too. In fact, he can claim credit for boosting the careers of many orchestra leaders.

One important public service account he got in the early thirties was the Tuberculosis Institute for Chicago and Cook County. In doing publicity for it, he played an important part in getting networks to set up an allocation system for plugging Christmas Seals.

Success in the radio aspects of that job won him the further account of radio consultant for the Methodist Episcopal Church. For this client, he built *Heralds of Destiny*, a transcribed show played over more than 150 stations. The Northern Baptists liked the idea of the show so much that they, too, asked to be included. As a result of these successes he also became consultant for WMBI Chicago, the Moody Bible Institute station, and did another transcribed religious series for it. Young Mr. Cowan was thus learning to be a package man.

Handled Publicity

In the period 1936-40, he began to do publicity for Stevens Hotel, the biggest hostelry in the world, using radio in this job, too. During that time, at the suggestion of Lou Wasserman, now president of Music Corp. of America, he built the *Kay Kyser Kollege* show, bought by Lucky Strike. It was during that time, also, that he developed a show which was to prove his biggest disappointment in two respects: He didn't like it and he sold it at so low a figure as to shake his faith in his own good sense. The show was *Play Broadcast*, which ran two years for Illinois Meat Co. on Mutual. His part of the show was $50 a week—an underpayment he has since chalked up to the costs of learning the facts of life.

In August 1939, one of the most important events in his life took place. He met Pauline "Polly" Spiegel, daughter of the late Modie J. Spiegel, founder of the Spiegel mail order house.

On their first date they saw a play which perhaps was prophetically titled, "I Married an Angel." Six months later, there were Cowan-Spiegel nuptials. Four months later, Mr. Cowan learned he was going to be a father.

It is to be doubted whether such news has ever had the same sort of effect on the history of broadcasting, before or since. Mr. Cowan began to become kid-conscious immediately, began to consider how smart kids are and how they could be used on radio. Three months before his own child was born, he had created the *Quiz Kids*.

The birth of the idea, however, did not result in automatic success. Having the idea, it was necessary to sell it. It was a tough sale. Throughout the country there are 17 or 18 agencies who turned down the *Quiz Kids*. It remained for Wade Advertising Agency, seeking a summer replacement for Miles Lab's *Alec Templeton Show* to buy it, make the show a national hit and the phrase "Quiz Kid" a part of the language.

The sale was an illustration of one of the principal characteristics of the Cowan character—persistence. His faith in what he believes is a good idea doesn't waver in the face of disappointment. That same persistence again was illustrated eight years later when *Stop the Music* took strong peddling before it could be sold.

Meanwhile, with the sale of the *Quiz Kids*, Mr. Cowan was really launched in big time radio package deals. Among shows which he built soon after was one for Pure Oil called *Who Said It?*, not connected in any way with the NBC show *Who Said That?* which was to start about eight years later.

Joined War Dept.

Not long after his early national successes came Pearl Harbor. Mr. Cowan stopped everything, turned over his business to associates and went east for war work. He became a consultant to the radio section, bureau of public relations, War Dept. In that job he worked on *Army Hour*, *Command Performance*, *Hymns from Home*, *Chaplain Jim*, and other shows. Subsequently, he joined the Foreign Information section of the Coordinator of Information and still later went to New York to be chief of the nerve-center office of the Overseas Branch of the Office of War Information.

In September 1945, he resigned the post. By that time, he had become a New Yorker. He decided to abandon publicity and Chicago and to set up an office in New York to package radio shows. Thus, Louis G. Cowan Inc. was born.

Success again was the reward of persistence and ideas. Cowan packages became network fixtures, among them *Herb Shriner Time* (CBS), *Elmo Roper* (CBS), *Stop the Music* (ABC), *R.F.D. America* (NBC) and *Quiz Kids* (NBC). Cowan transcribed shows also found big favor among stations around the country. On the fluctuating hills and curves of station customers, the Cowan peak has mounted to 624 outlets using Cowan shows.

Mr. Cowan believes there is a great future in the package business and that the future is there even for the newcomer. He holds this opinion despite the tough time he himself had in starting up his postwar operation. Although he wouldn't want to do it all over again, he believes that because of television there are even more opportunities now than ever for the program entrepreneur—if he has persistence and ideas.

For himself, however, he feels that he might have been happier if his wife, his children, Paul 8, Geoff 6, and Holly 5, could have seen more of him in the past three and a half years, and if they all could have been more often at his Connecticut farm.

What would he have wanted most to do, instead of fathering the company that packaged *Stop the Music* et al?

His answer reflects the envy of all concerned for the work of the man in the seventh row—the guy who gets in for nothing, then regally scribbles off a judgment on the long labors of his betters. Yes, if he had it to do over again, Mr. Cowan is serious in believing he would like to be—a critic.

This would have been an occupational choice which would have given solace to Fred Allen, once bumped into 38th place by *Stop the Music*, but might have robbed the public of Santa Claus and radio of many exciting shows still to come.

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where drug sales exceed $27,000-a-day . . . $9,912,000-a-year . . . $107-a-family.

Drug sales here are 20% *higher* than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LGODOFSKY President

THERE's MANY A SLIP

TWIXT CUP AND LIP, BUT

YOU CAN'T SLIP IN MEMPHIS

when your choice is

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

Allied Arts

CHARLES HARRELL, who resigned June 1 from ABC where he had been a video program producer, will announce shortly the formation of new firm in radio and TV package program field.

J. W. HEAD, president and founder of Electronics Institute Inc., Detroit, was to be awarded an honorary Doctor of Laws degree by Piedmont College, Demorest, Ga., at commencement exercises June 5.

IRMA GLEN, organist-composer, has been named musical director of George Ellsworth Productions Inc., Los Angeles.

ROBERT CLARKSON, manager of transcription division of Columbia Recording Corp., and **ELANORE FINCH**, copywriter of Compton Adv., have announced plans to be married June 8.

Equipment

G. W. DeSOUSA has been named manager of sales administration for Tube Division of General Electric Corp., Syracuse, N. Y. Other new appointments in division include: **R. V. BONTECOU** as staff assistant to manager and **L. E. RECORD** as supervisor of development and testing laboratories.

JAMES H. JEWELL, manager of apparatus sales of Westinghouse Electric Corp., and **JOHN M. McKIBBIN**, assistant to vice president and manager of advertising and sales promotion of firm, have been elected vice presidents. Both men headquarter in Pittsburgh. **HERBERT P. MacDONALD**, treasury manager in company's Eastern District office in New York, has been elected assistant treasurer and credit manager with headquarters in Pittsburgh.

EITEL-McCULLOUGH Inc., San Bruno, Calif., has announced it will manufacture metal 16-inch TV picture tubes at its new plant in Salt Lake City.

ALTEC SERVICE Corp., New York, has issued new booklet describing its speech and music reinforcement (P. A.) systems.

WESTINGHOUSE ELECTRIC Corp., has announced series of continuous television service schools for all interested servicemen, at its Home Radio Division, Sunbury, Pa.

FAX RULES

FCC Amendment Sought

RADIO INVENTIONS Inc., New York, facsimile equipment maker, last week petitioned FCC to amend its rules governing commercial facsimile broadcasting to allow full-time FM aural and facsimile multiplex operation. Rules now allow only three hours maximum daily.

Firm told the Commission it has developed equipment which will allow facsimile transmissions simultaneously with FM broadcasting and which will cause no interference to FM sound below 15,000 cycles, FM's top range of fidelity. The present rules which allow part-time multiplexing prohibit any impairment of FM below 10,000 cycles. Radio Inventions also asked that this limit be raised to 15,000 cycles. Petition was filed by Philip G. Loucks, Washington counsel for Radio Inventions.

'Thank You, Neighbor'

PUBLIC service campaign with a unique twist was conducted by KOMO Seattle last month. For seven days—"Thank You, Neighbor, Week"—no appeals for contributions were aired by the NBC affiliate. Instead, listeners were encouraged to pat themselves on the back for their continuing support of worthy community ventures. Timed to follow the major 1949 spring fund-raising campaigns which have recently ended in Seattle, KOMO's drive took the form of special programs and announcements expressing appreciation to listeners for their past cooperation. Attention was called to the services accomplished by such organizations as the March of Dimes, Heart Assn., Red Cross, etc. In addition, one-minute messages were transcribed by civic leaders and aired throughout the week.

ESSO DEALERS

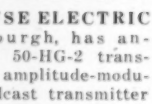
Co-Sponsor News on WMEV

FIRST broadcast of WMEV Marion, Va.'s *Esso Dealer News Reporter*, sponsored thrice daily by 16 area Esso stations on a co-op basis, was highlighted by the appearance of dealers themselves giving interesting short stories of individual service they render customers. First program in the 52-week series ran 25 minutes.

Each dealer's station is mentioned once each day, with commercials mailed out to them for tie-in of merchandise promoted on the air. Commercials are prepared and approved by the Esso district office which urges all dealers to merchandise directly with air promotions. Idea was sold to Bob Wolfenden, WMEV station manager, by Bill Hawkins, Esso district sales director.

WMEV is merchandising the co-op program with continuous air-promotionals and microphone displays in each Esso station sponsoring *News Reporter*. Displays give station call letters, program time, and WMEV frequency (1010 kc), as well as Esso slogan. News reports are aired at 7:30 a.m., 3:55 p.m. and 6:30 p.m.

Technical



WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has announced type 50-HG-2 transmitter, a high-level, amplitude-modulated standard broadcast transmitter with nominal power output of 50 kw.

GENERAL ELECTRIC Corp., Syracuse, N. Y., has announced new miniature triode tube (6AB4) for use as grounded-grid radio-frequency amplifier and local oscillator for television receivers.

SHALLCROSS Mfg. Corp., Collingdale, Pa., has introduced new No. 9079 rhombic antenna terminating resistor, which consists of two non-inductive Ayrton-Perry wound 362.5 ohm resistors enclosed in a glazed ceramic insulating shell and sealed under a dry vacuum method.

WXYZ-TV Detroit has ordered a Zoomar lens with an outside focal length of 36 inches.

JAMES HUNTER LOGAN, broadcast operations manager of WMAL Washington, and Vivian Irene Francis have announced their engagement.

GLADYS BUNIM, engineer in CBS general engineering department, and **DAVID SCHREIBER**, executive at Drake-Nassau Corp., New York, have announced their marriage.

KEN JOHNSON, engineer at WJBK-TV Detroit, is the father of a girl, Judy Lynn, and **PETER WARE**, also a WJBK-TV engineer, is the father of a boy, Marce Frederick.

CARL BENSON of engineering staff of WHFB and WHFB-FM Benton Harbor, Mich., and Alice Sill plan to be married June 11.

WLDM(FM) SIGNS

With Michigan FM Network

FINAL negotiations have been completed and arrangements made whereby WLDM (FM), Detroit's first independently owned and operated FM station, became the Detroit outlet of the Michigan FM Network. First scheduled programs of the network aired in the Detroit area were musical offerings from the U. of Michigan.

The network, an organization of some 20 Michigan stations, also confirmed its renewal of the FM broadcasts of the U. of Michigan football games for 1949. Bob Ufer, sports director for WPAG-FM Ann Arbor, will do the announcing.

DAR DISCRIMINATION

Alleged by Godfrey

ARTHUR GODFREY reported on the air May 26 that he had been denied the use of Constitution Hall in Washington, D. C., owned by the Daughters of the American Revolution, because of the presence of two Negro singers in his quartet.

Mr. Godfrey had been scheduled to take his CBS radio show, at his expense, to perform at a Constitution Hall fund-raising rally June 4 on behalf of Atty. Gen. Tom Clark's juvenile delinquency campaign, but he reported he had been advised the troupe could not appear if the two Negro singers were included.

"Of all the shameful things," Mr. Godfrey said on his CBS 10:15-11:30 a.m. Thursday program, "and in our nation's Capital. For heaven's sake, the citadel of democracy."

Mr. Godfrey described the banning of his singers as a Ku Klux Klan action. "Nuts to the D.A.R.," he said, "we're putting it (the show) on in the Armory down there."

WBAL Baltimore received special citation from city's Mayor Thomas D'Alesandro Jr. in recognition of five years of public service through its "Clean City Campaigns."

CBS **KROD** EL PASO, TEXAS

- **HIGHEST VALUE PER RADIO DOLLAR**
  More listeners, hence lowest cost.
- **HIGHEST POWER OUTPUT—DAY & NIGHT**
  5,000 watts, at 600 kc, giving greatest coverage of the rich El Paso area.
- **CBS REGIONAL OUTLET**
  Jack Benny's new address.
- **KEY STATION, SOUTHWEST NETWORK**

KROD RODERICK BROADCASTING COMPANY
Dorrance D. Roderick, President — Val Lawrence, Vice-Pres. & Gen. Mgr.
EL PASO, TEXAS Represented Nationally by Taylor-Borroff and Company, Inc.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

STATION TAX

Case Nears Highest Court

U. S. SUPREME Court appeal of the Arkansas Supreme Court's decision holding valid a Little Rock occupation tax on radio stations appeared a certainty at the weekend as two Little Rock stations indicated they would carry an appeal to the highest court.

NAB President Justin Miller said Thursday that the association would take part in a Supreme Court appeal, acting as a friend of the court.

Move was developing during the week among stations in the Southwest to raise a kitty to help finance the appeal in view of the possible impact of the Arkansas court's decision. KGHI and KARK Little Rock had suggested that NAB finance cost of the appeal [BROADCASTING, May 30].

Apparently NAB does not plan to take over the entire responsibility of seeing the case through the Supreme Court. It was explained informally at NAB headquarters that a trade association would be in an embarrassing position if it appeared before the highest court as an active party in proceedings involving two appellants.

Another problem, it was suggested, was the possibility that President Miller and NAB General Counsel Don Petty might face disbarment proceedings because of ineligibility of a corporation to practice law. Furthermore, it was stated, NAB's status as a tax-free corporation might be jeopardized.

An occupation tax along the line of that imposed by Little Rock was proposed at Newport News, Va., a few weeks ago, according to Frederic F. Clair, station manager of WHYU. Basis of the tax was a requirement for local licensing, with no other specification.

Mr. Clair appeared at a city council meeting and reviewed the legal history of such taxes as well as the Virginia law banning taxing of newspapers at the local level. The council temporarily suspended judgment on the fee ($250 a year).

A similar tax is imposed in at least one other Virginia city, it is understood.

SETTING OFF the panel discussion at the afternoon session of the Southern California American Assn. of Advertising Agencies eighth annual spring convention in Los Angeles is Robert Shirey (standing), manager of Los Angeles office, J. Walter Thompson Co. Speakers are (l to r): Leon Benson, television director, J. Walter Thompson Co.; Charles Coleman, Buchanan & Co.; Fred Schreiber, production manager, McCarty Co.; Charles Melvin, director of research, Foote, Cone & Belding; Mr. Shirey; Robert W. Wheeler, art director, Young & Rubicam; Andrew W. Neally, vice president in charge of Los Angeles office, BBDO; Buell Brooks, media and research director, Erwin, Wasey & Co.; Jack Morse, vice president, Dan B. Miner Co. All are Los Angeles agencies.

PULSE RATINGS FOR METROPOLITAN NEW YORK

EVENING

	May	April
Lux Radio Theatre	24.2	19.8
Jack Benny	22.5	21.7
Walter Winchell	19.0	22.3
Godfrey's Talent Scouts	17.7	16.7
My Friend Irma	15.7	14.9
Bob Hope	15.2	14.2
Inner Sanctum	15.0	
Fibber McGee	14.4	16.4
Suspense	14.0	14.9
Amos 'n' Andy	13.0	15.5

* * *

DAYTIME (5 a week)

	May	April
Arthur Godfrey	10.0	9.5
Grand Slam	8.1	8.5
Rosemary	8.0	8.8
Helen Trent	6.8	7.3
Our Gal Sunday	6.7	7.5
Aunt Jenny	6.1	7.1
Big Sister	6.0	7.3
My True Story	5.9	
Wendy Warren	5.8	6.6
Ma Perkins	5.8	6.7

* * *

SAT. & SUN. DAYTIME

	May	April
The Shadow	8.2	10.0
Children's Hour	7.4	5.2
Quick As A Flash	7.2	8.8
Junior Miss	6.2	5.5
Theatre of Today	5.9	
Make Believe Ballroom (Sat AM)	5.2	
Grand Central Station	5.2	
Make Believe Ballroom (Sat. PM)	5.2	
Brooklyn vs. Chicago (Sat.)	5.0	
Let's Pretend	4.9	
Bing Crosby Records (WNEW, Sat. AM)	4.9	

* * *

AVERAGE ¼ HOUR SETS-IN-USE FOR THE WEEK STUDIED
6 AM — 12 Midnight, Entire Week

	Radio & TV Combined	Radio
May 1949	24.9	22.6
April 1949	25.4	
May 1948	26.0	

590 Kc PROTECTION

Cuban Interference Cited

ADDED protection from special Class II Cuban stations was asked last week by WAGA Atlanta in a petition to FCC. The Fort Industry Co. outlet, a Class III station assigned 5 kw fulltime on 590 kc directional, said the special Class II operations on the U. S. regional channels were causing greater-than-predicted interference to regularly assigned U. S. stations.

WAGA asked FCC to instruct the U. S. delegation to the forthcoming revision of the North American Regional Broadcasting Agreement to secure the additional protection. WAGA pointed out that in 1937 when the special assignments were allowed, certain interference values were accepted but that these have proved considerably greater in practice. WAGA said it was receiving interference from CMCY Havana to as much as the 15.0 mv/m contour rather than 5.6 mv/m as expected. Relaxation of protection to the Class II stations also was said to be in order in view of Cuban policy of desiring chiefly high signal coverage only.

Root Beer 'Rhythm'

DAD'S Old Fashioned Root Beer's Calypso Rhythm spots are being aired from 10 to 20 times weekly on stations in 10 national markets. Written and recorded for Dad's through Malcolm-Howard Agency, Chicago, the spots will be expanded into other national markets during the summer.

HOOVER BILL

Conferees Are Stalemated

SENATE and House conferees were still stalemated late last week on the so-called Hoover Bill to reorganize the government, including independent agencies, passed earlier by both houses [BROADCASTING, May 30]. Discussions were held by a conference committee comprising members of both chambers, but no action resulted, it was reported.

Meanwhile, Congress was urged to remain in session beyond July 31, tentative adjournment date, if necessary, to enact some reorganization legislation as a followup to Hoover Commission recommendations. Sen. Alexander Wiley (R-Wis.) made the suggestion in a letter to Sen. John McClellan, chairman of the Senate Executive Expenditures Committee. Any plan submitted by the President must lay before Congress 60 days without disapproval to become effective.

Sharpest differences were believed to revolve around the single-veto plan, advocated by the Senate, and specified exemption of independent agencies as recommended by the House.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Marks

BALLIN' THE JACK

On records: Danny Kaye—Dec. 24401; Sidney de Paris—Blue Note 41; Kid Ory—Exner 4; Eddie Condon—Com. 531; Georgia Gibbs—Mer. 5269; Three Suns—Vic. 20-3399; Miff Mole—Brunswick 80105; Martha Tilton-Hal Derwin—Cap. 57-618; Eddie (Gin) Miller—Rainbow 70066.

On Transcriptions: Jumpin' Jacks—NBC Thesaurus; Three Suns—World; Hal Derwin—Capitol; Four Knights—Lang-Worth; Mindy Carson—Associated; Elm City Four—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

MARISTANY

'Deposed' in Cuba

CARLOS MARISTANY has been "deposed" as Cuban Minister of Communications after a public battle in which he was opposed by Goar Mestre, director general of the Cuban CMQ Network and president of the Inter-American Assn. of Broadcasters, it was learned in Washington last week.

Mr. Maristany, who led the Cuban delegation at the Interim NARBA Conference in Washington in 1947, is now Under Secretary of Communications, a position second in command to his successor as Minister, Arturo Illas. Mr. Illas was described as a youthful member of the Cuban House of Congress, who reportedly has had no prior communications experience.

Mr. Maristany retains his international post of director of the Office of Inter-American Radio (OIR)—a point which U. S. authorities traditionally dislike on grounds that international offices should not be filled by persons on a government payroll.

Cuban observers feel he is sure to be named head of the Cuban delegation to next September's conference in Canada to negotiate a new North American Radio Agreement (NARBA).

Mr. Maristany's demotion from Minister to Under Secretary followed a radio and press campaign in which Mr. Mestre, an outspoken advocate of free radio, and Cuban newspapers questioned his failure to approve a contemplated series of programs on Mr. Mestre's CMQ by political associates of an administration critic.

PARTY given by the Borden New England Div. for members of CBS' *County Fair* after an Albany broadcast brought together station, agency, sponsor and production personnel. Attending are (l to r): Front row—W. W. Carter Jr., station manager, WTRY Albany-Troy; Harold Smith, president, The Borden Co., North-East Div.; George MacGregor, account executive, Kenyon & Eckhardt, which handles Borden account; back row—Ed Schrauth, division sales manager; John Bates, K & E radio supervisor; Henry Schachte, Borden Co.'s national advertising manager; Len Carlton, producer of *County Fair*.

AD AWARDS

Freedom Foundation Formed

FORMATION of a new organization, Freedom Foundation Inc., New York, was announced last week. Purpose of the group, which was chartered on May 3, is to make annual awards for "contributions to the better understanding of our American way of life," according to Kenneth D. Wells, the Foundation's executive vice president.

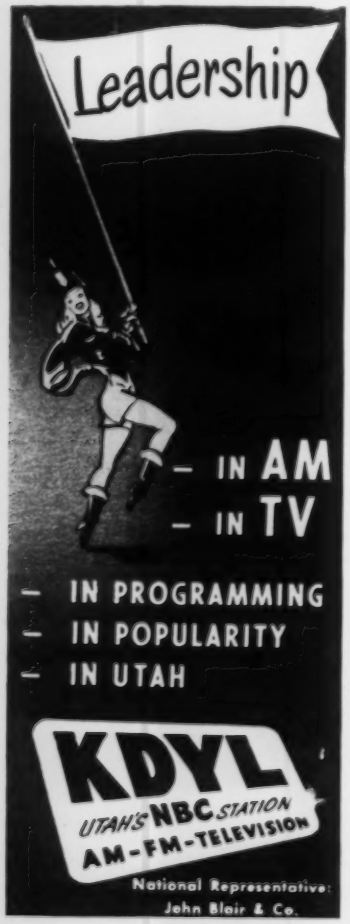
Awards of $1,000, $750, $500, $250, $100, and ten of $50 each will be made in fifteen categories, which include "the best advertising campaign," "the best radio script," and "the best 35 mm and 16 mm motion picture." A grand award of $10,000 will also be presented annually, as well as ten major prizes outside of the categories mentioned. Funds for the awards have been pledged by "individual citizens," and exceed the more than $40,000 offered annually by the Nobel Peace Foundation awards.

Belding Is Chairman

Officers of the new organization include Don Belding, chairman of the Foote, Cone & Belding executive committee, as president; Lewis H. Brown, chairman of the board of Johns-Manville Corp., as vice chairman; Guy M. Rush, president of his own company in Ohio and California, as vice chairman, and Kenneth Akers, president, Griswald Eshleman Co., Cleveland and E. F. Hutton & Co., New York.

Mr. Wells, executive vice president and acting treasurer of Freedom Foundation Inc., is now director of operations of the joint committee of ANA and AAAA for better understanding of our economic system, which is said by Mr. Wells to have inspired organization of the new group.

Funds for the foundation will be solicited via a highly publicized campaign for membership.



FCC Actions

(Continued from page 58)

June 2 Decisions . . .

BY THE COMMISSION EN BANC

STA Granted

WSM-TV Nashville, Tenn.—Granted STA, subject to cond., for 60 days to operate two composite pulse trans.; for side and operational testing; modified outstanding CP to specify commencement of construction within two mos. and completion within eight mos. from June 1.

Modification of CP

KBTV Dallas, Tex.—Granted mod. CP to change ERP from vis. 21 kw and aur. 15 kw to vis. 27 kw and aur. 13.5 kw, to change trans. and studio locations, and to make ant. changes; eng. cond.

Hearing Designated

WJAX-TV Jacksonville, Fla.—On request set aside action of May 4 denying application for additional time to complete construction, designated same for hearing, at time and place to be designated later, on issues relating to diligence.

KGCX Sidney, Mont.—Designated for hearing application for mod. CP to increase N power from 1 kw to 5 kw, install DA-DN; made KGLU Safford, Ariz., and WISC Madison, Wis., parties to proceeding.

KIOA Des Moines—Designated for hearing application for CP to make changes in DA-D; made KFNF and KMA Shenandoah, Iowa, parties to proceeding.

Reinstatement of CP

Governor Dongan Bcstg. Corp., Albany, N. Y.—Granted application to reinstate expired CP; extended time for completion six months; eng. cond.

Modification of License

KFRM Kansas City—Granted mod. license to increase radiation tolerance in direction of KFYR Bismarck, N. D.

Construction Contracts

CONTRACTS for the construction of two 250 w fulltime stations—in Cumberland, Md., and Dover, Ohio—have been accepted by Charles E. Dewey Jr., Battle Creek, Mich., construction engineer. Contracts were awarded by R. A. Raese and Mrs. H. C. Greer, with both stations owned by related interests, according to Mr. Dewey. Since the war Mr. Dewey has designed and supervised the installation of WGFG Kalamazoo, Mich., 1 kw four-tower outlet, and WBCK Battle Creek, Mich., 1 kw three-tower station. He formerly was with KWOS Jefferson City, Mo., KMOX St. Louis and Raytheon Mfg. Co.

Hearing Designated

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Designated for hearing application new station 1460 kc 500 w D in consolidation with hearing on application Suburban Bcstg. Corp., New Rochelle, N. Y.; made WNAB Bridgeport, Conn., party to proceeding; amended order designating for hearing Suburban to include application New Rochelle and add issue to determine on comparative basis which, if either, should be granted. Granted request New Rochelle to operate test trans. in vicinity of New Rochelle to determine relationship of 2 mv/m and 25 mv/m contours of WHOM Jersey City, N. J., and those proposed by New Rochelle; authority is for 10 days.

June 2 Applications. . .

ACCEPTED FOR FILING

Modification of License

WNAR Norristown, Pa.—Mod. license to change hours from D to unl.

KCNY San Marcos, Tex.—Mod. license change from 1470 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

SSA—1030 kc

KWBU Corpus Christi—Extension of SSA to operate 1030 kc 50 kw non-DA from local sunrise Boston to local sunset Corpus Christi.

License Renewal

Request for license renewal AM station: WJBY Gadsden, Ala.; KWAK Stuttgart, Ark.; WINK Fort Myers, Fla.; WDEC Americus, Ga.; WSFS Somerset, Ky.; WGCM Gulfport, Miss.; WSSV Petersburg, Va.

Modification of CP

Request for extension of completion date new FM station: WMIN-FM St. Paul; KOIL-FM Omaha; KYFM San Antonio; KOPP-FM Ogden, Utah.

WTRT Toledo, Ohio—Mod. CP new FM station to change ERP to 8.7 kw, ant. to 156 ft.

WEVR Troy, N. Y.—Mod. CP new noncommercial educational FM station to change ERP to 460 w.

License for CP

WNNJ Paterson, N. J.—License for CP new FM station.

KTOY Tacoma, Wash.—License for CP new noncommercial educational FM station.

Modification of CP

Request for extension of completion date new TV station: WBRC-TV Birmingham, Ala., to Sept. 1; WAFM-TV Birmingham, Ala., to Sept. 30; KFMB-TV San Diego to Nov. 1; KGO-TV San Francisco to Dec. 30; WJZ-TV New York to Dec. 30.

TENDERED FOR FILING

AM—1230 kc

KGFJ Los Angeles—Mod. of license to change from 1230 kc 250 w. share-time KPPC, to 1230 kc 250 w unl.

AM—1050 kc

WGAY Silver Spring, Md.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw-D 500 w-N unl.

APPLICATION DISMISSED

KWK St. Louis, Mo.—DISMISSED May 19 request for transfer of control of Thomas Patrick Inc. from Robert T. Convey to Robert T. Convey as trustee.

C. L. Cooley, Bradford, Tenn.—DISMISSED June 2 application for CP new AM station 1180 kc 100 w limited hours. Incorrectly carried as Bradford, Va., in BROADCASTING, May 30.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Docket Actions . . .

FINAL DECISIONS

Enid, Okla.—Public Broadcasting Service Inc., and KAKC Tulsa, Okla., granted petitions for severance of applications from hearing and grant. Public Service awarded new station facilities of 1 kw fulltime on 960 kc directional; KAKC awarded switch from 1 kw day on 1570 kc to 1 kw day, 500 w night on 970 kc fulltime, directional. Comrs. Coy and Walker not participating. Granted June 1. See story page 53.

W A A B Worcester, Mass., WMTW Portland, Me.—Final decision denying application of Yankee Network Inc. for consent to assignment of licenses WAAB and WMTW to Radio Enterprises Inc. Comrs. Coy and Walker not participating. Story BROADCASTING, May 30, page 66. Decision May 27.

KICD Spencer, Iowa—Decision and order rescinding order of revocation of license of Iowa Great Lakes Broadcasting Co. Inc. and closing case. Comrs. Coy, Walker and Hennock not participating. Story BROADCASTING, May 2, page 66. Decisions May 27.

PROPOSED DECISION

Springfield, Ill.—Lincoln Broadcasting Co., proposed decision to grant bid for new station on 970 kc, 1 kw day, 500 w night, unlimited. Proposed decision would deny WMMJ Peoria, Ill., switch from 1 kw day on 1020 kc to 1 kw fulltime on 970 kc. See story page 53.

MEMORANDUM OPINION

Atlantic City, N. J.—Atlantic City Broadcasting Corp. denied petition requesting reconsideration of Commission action of Jan. 14 denying Atlantic's application for CP for new station. Petition requested waiver of provisions of standards requiring 25 mv/m signal over business district of city, permission to file modified application specifying transmitter site from which proposed station would operate without its 25 mv/m contour overlapping 2 mv/m contour of WCAU Philadelphia. Comrs. Coy and Walker not participating. Decision May 27.

Non-Docket Actions . . .

AM GRANTS

Marion, Ill. — Marion Broadcasting Co., granted 1150 kc, 500 w daytime. Estimated cost: $16,321. Principals: Bartley L. Grisham, employe Silas-Mason Co. of Carbondale, Ill., and George W. Dodds, radio sales and service, self employed, equal partners. Granted June 2.

Scriba, N. Y.—Palladium-Times Inc., granted 1220 kc, 1 kw daytime. Applicant is licensee of WOPT (FM) Oswego, N. Y.. Granted June 2.

Rio Piedras, P. R.—Master Broadcasting Corp., granted 1140 kc, 1 kw daytime, 500 w night. Principals: Isidro Quinones Vidal, owner of ladies dress shop, 33.3⅓%; Margarita Quinones Borras, secretary, 23.52⅔%; Rafael Diaz, 34⅔%; Jose Aponte Costes, 7.84⅔%; Dolina S. de Quinones, 5.88⅔%; Raimundo Faura, 3.92⅔%; Julio Morales Ortiz, 3.92⅔%; Carlos Olmo, 3.92⅔%; Euclides Quinones Vidae, 3.92⅔%. There are three minor stockholders. Granted June 2.

WNCA Aiken, S. C.—Aiken-Augusta Broadcasting Co. Inc. granted switch in frequency from 1300 kc to 740 kc. Granted June 2.

FM GRANTS

Silver Spring, Md.—United Broadcasting Co. Inc., granted CP new Class A station, Channel 240 (95.9 mc), ERP 500 w, antenna 340 ft. Estimated cost $11,750. Applicant is licensee of WOOK Silver Spring. Granted June 1.

Boone, Iowa—Boone Biblical College granted CP new Class A station, Channel 257 (99.3 mc) ERP 340 w, antenna 200 ft. Estimated cost $7,835 exclusive of land and buildings. Applicant is licensee of KFGQ Boone. Granted June 1.

Blue Island, Ill.—South Suburban Broadcasting Co., granted CP new Class A station, Channel 232 (94.3 mc), ERP 1 kw, antenna 250 ft. Estimated cost $26,670. Principals in South Suburban: Linnie N. McKeever 20⅔%; Thomas Mannos, 10⅔%; John C. Svejda, 20⅔%; John Wollner, 20⅔%; Michael H. Dike, 20⅔%; Felice F. Barbon, 10⅔%. Corporation was formed for express purpose of promoting FM station. Each of the principals was previously in the Air Force. Granted June 1.

TRANFER GRANTS

KIYI Shelby, Mont.—Granted transfer of control in Tri-County Radio Corp., from Jack C. Toole to John J. Hurley. Mr. Toole sells 2,100 shares of his stock to Mr. Hurley for $1 per share. Mr. Hurley now owns 52.9% of the stock. C. B. Aronow another partner owns 46.6% and Mr. Toole retains .5%. KIYI is assigned 1230 kc 250 unlimited. Granted June 2.

WSID Essex, Md.—Granted assignment of license from Sidney H. Tinley Jr. to United Broadcasting Co. Inc. for a consideration of $65,000. United Broadcasting Co., is licensee of WOOK Silver Spring, Md. WSID is assigned 1570 kc 1 kw daytime. Granted June 2.

WAPF McComb, Miss.—Granted assignment of license from Southwestern Broadcasting Co. of Mississippi to a new partnership of same name and composed of same partners but one. Louis Alford, local attorney acquires 25% holding of Kenneth Hinton Quin through assumption of obligations totaling some $5,600. Albert Mack Smith, Phillip Dean Brady and J. P. Melvin each retain 25% interest. WAPF is assigned 250 w day on 1010 kc. Granted June 2.

FM Deletions . . .
THREE more FM authorizations have been deleted by FCC, bringing total dropouts since first of year to 99 [BROADCASTING, May 30].

FM deletions by FCC, with reasons and effective dates include:

KSWW Fort Worth, Tex.—Southwestern Baptist Theological Seminary, CP May 23. Applicant will file for low power 10 w noncommercial station in the near future, it states in letter requesting withdrawal.

WAGC-FM Chattanooga, Tenn.—Tennessee Valley Broadcasting Co., CP June 1. Failure to prosecute.

KTRN-FM Wichita Falls, Tex. — Texoma Broadcasting Co., license June 2. Licensee states that after two years of constant losses it is faced with serious financial problem and cannot foresee any improvement.

New Applications . . .

TV APPLICATION

Winston-Salem, N. C. — Piedmont Pub. Co., Channel 6 (82-88 mc), ERP 28.4 kw visual, 14.2 kw aural, antenna height above average terrain 356 ft. Estimated cost $228,317, first year operating cost $100,000. Applicant owns WSJS-AM-FM at Winston-Salem and plans to use present staff to extent feasible in operation of proposed TV station. Filed June 1.

AM APPLICATION

Charlotte Amalie, St. Thomas, Virgin Islands—Radio American West Indies, 1260 kc 250 w unlimited. Estimated cost: $13,350. Principals: Edward Moore Vickers, chief engineer WVCG Coral Gables, Fla., 65%; Raymond Earl Higdon, WVCG employe, 20%; Hazel Vickers, general manager Purdy Hotel Coffee Shop, Coral Gables, 15%. Filed June 2.

Goldsboro, S. C.—Tildon M. Adcock and Starlon S. Adcock, 570 kc 1 kw daytime. Estimated cost: $20,372. Partners: Mr. Adcock is salesman for Swift & Co., fertilizer division, 60%; Starlon S. Adcock, owner WFVG Fuquay Springs, 40%. Filed June 2.

TRANSFER REQUESTS

KRIC-AM-FM Beaumont, Tex.—Assignment of license from KRIC Inc. to The Enterprise Co. Stockholders, directors and officers remain the same: First National Bank of Beaumont, independent executor and trustee of estate of Mrs. J. L. Mapes, 73%; E. C. Davies, vice president, 6%; Eva H. DuJay, secretary, 6%; W. W. Ward, 3%; R. W. Akers, 2%; L. C. Lau, 2%; Estate of Alfred Jones, 6%. KRIC is assigned 1450 kc 250 w unlimited. Filed May 18.

WGRV Greenville, Tenn.—Transfer of 50% of stock in Radio Greenville Inc. from Robert W. Rounsaville to Paul O. Metcalfe, already 50% owner, for $25,000. Mr. Rounsaville is to remain with WGRV as general manager at a salary. WGRV operates on 1340 kc 250 w unlimited. Filed May 16.

WIHL Hammond, La.—Assignment of license from Joseph A. Sims and Henry A. Mentz d/b as Superior Enterprises to Joseph A. Sims. Mr. Sims and Mr. Mentz dissolve partnership, Mr. Mentz selling his 1/6 interest to Mr. Sims for $2,750. WIHL is assigned 730 kc 250 w daytime.

WALA Mobile, Ala.—Assignment of license from W. O. Pape t/r as Pape Broadcasting Co. to new corporation composed of Mr. Pape who retains 98% interest; H. K. Martin, station manager WALA, 1%; Etta V. Flinn, bookkeeper WALA, 1%. WALA is assigned 1410 kc, 5 kw, unlimited. Filed May 23.

WMTR Morristown, N. J.—Assignment of license from Morristown Broadcasting Co., partnership, to new corporation of same people who each have 25% interest. Principals in newly formed Morristown Broadcasting Corp. are Kenneth A. Croy, George S. Croy, James R. Croy and Olive S. Croy. All are stockholders in Consumers Coal Co. WMTR is assigned 1250 kc, 500 w daytime. Filed May 23.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy Courington to Pat Murphy Courington and Ivo H. Sparkman d/b as Sand Mountain Bestg. Co. Mr. Sparkman, a congressional secretary, buys 49% interest for $15,752.55. WAVU is assigned 630 kc, 500 w daytime. Filed May 19.

KRSC-FM-TV Seattle, Wash.—Assignment of license for KRSC-FM and permit for KRSC-TV from Radio Sales Corp. to King Broadcasting Co. for $375,000. President and chief owner of Radio Sales is Palmer K. Leberman. King Broadcasting, owner KING-AM-FM Seattle, is principally owned by Dorothy Scott Bullitt. TV application of KING and KING-FM would be dropped. KRSC-TV is assigned Channel 5 (76-82 mc) and began operation last November. Story BROADCASTING, May 16. Filed June 2.

FCC ROUNDUP
Box Score

New Grants, Transfers, Changes, Applications

SUMMARY TO JUNE 2

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,993	1,950	218		419	242
FM Stations	729	348	539	18*	63	30
TV Stations	64	10	109		332	182

* 6 on air

CALL ASSIGNMENTS: (AM)—KDON Monterey, Calif., changed to KMBY (Monterey Radio Broadcasting Co.); KRUZ Santa Cruz, Calif., changed to KDON (Central Coast Counties Radio Inc.); KTXC Big Spring, Tex. (Leonard R. Lyon, 1400 kc, 100 w, unlimited); KVAI Amarillo, Tex., changed to KLYN (Plains Empire Broadcasting Co.); KZYZ Redlands, Calif. (Orange Empire Broadcasting Co., 990 kc, 1 kw, daytime); WCBA Corning, N. Y. (John S. Booth, 1350 kc, 1 kw, daytime); WCEN Mt. Pleasant, Mich. (Paul A. Brandt, 1150 kc, 500 w, daytime); WCOR Lebanon, Tenn. (The Lebanon Broadcasting Co. Inc., 900 kc, 250 w, daytime); WDYK Cumberland, Md. (Richard A. Raese, 1230 kc, 250 w, unlimited); WGRO Bay City, Mich. (Grinder-Dillon Broadcasting Co., 1260 kc, 500 w, daytime); WHLW Rutland, Vt., changed to WHWB (Herbert L. Wilson); WJFR Caguas, P. R. (Jorama-Fer Radio Corp., 1240 kc, 250 w, unlimited); WNAT Natchez, Miss. (Old South Broadcasting Co., 1450 kc, 250 w, unlimited); WNOC Norwich, Conn., changed to WICH (Eastern Connecticut Broadcasting Co.); WNWW North Adams, Mass. (Neal W. Welch, 860 kc, 250 w, daytime); WOSC Fulton, N. Y. (Don J. Kesterke, 1300 kc, 1 kw, daytime); WTAQ Green Bay, Wis., changed to WBAY (WHBY Inc.); WTWN St. Johnsbury Vt. (Twin States Broadcasters Inc., 1340 kc, 250 w, unlimited).

(FM)—KAYL-FM Storm Lake, Iowa (Cornbelt Broadcasting Co., Channel 268, 101.5 mc); KDON-FM Salinas, Calif., changed to KFML (FM) (Monterey Peninsula Broadcasting Co.); KWBR-FM San Francisco changed to KGSF (FM) (Warner Bros.); WFMB (FM) Mayodan, N. C. (Mayo Broadcasting Corp., Channel 228, 93.5 mc); WNNJ (FM) Paterson, N. J., changed to WPAT-FM (North Jersey Broadcasting Co. Inc.); WTAQ-FM Green Bay, Wis., changed to WBAY-FM (WHBY Inc.); WXRA-FM Kenmore, N. Y., changed to WXRC (FM) (Western New York Broadcasting Co.)

(TV)—WBT-TV Charlotte, N. C., changed to WBTV (TV) (Jefferson Standard Broadcasting Co.); WTLE (TV) Greensboro, N. C., changed to WFMY-TV (Greensboro News Co.).

EARLY RISERS
Serenaded on WOC Program

"EAGER Beavers" (early risers) are serenaded on WOC Davenport, Iowa's *Wake Up With Music*, 6:30-7 a.m. Motto of program is "Please Most of the People Most of the Time."

The show's "Eager Beaver" club was built to give recognition to those who rise before 7 a.m., according to Ernie Sanders, WOC manager. Members receive an "Eager Beaver" club card which entitles them ". . . to wake up before 6:30 each weekday morning to listen to *Wake Up With Music*." Another feature of show is its "Pet Peeve" department, which gives listeners a chance to get some things "off their chests."

Time and temperature reports and weather forecasts are important features of the all-request program. Show is sponsored by Petersen Harned von Maur, Davenport department store.

RECONSIDERATION
Asked in WNEW WOV Cases

PETITION for reconsideration of renewals granted WNEW and WOV New York and sale of WOV was filed with FCC last week by Mariannina C. deRaczynski, daughter of John Iraci, deceased, one-time owner of WOV. Her earlier petition to intervene in the case had been denied by the Commission [BROADCASTING, May 16].

Mrs. deRaczynski, who had filed complaints against the Arde Bulova interests and opposed the renewals and transfer of WOV, charged the Commission's grants were unjust and unfair because she had not been given opportunity to be heard. The petition stated that the Commission's staff investigation of the Bulova interests was an *ex parte* investigation in which she did not have opportunity or right to rebut any unfavorable evidence prior to the Commission's consideration of the report.

The dissenting opinion of Comrs. Wayne Coy and Robert F. Jones on adoption of the report, characterizing its issuance as unfair and undesirable to administrative procedure, also was cited.

At Deadline...

HEARING PROCEDURE REVISED BY FCC

SPEED-UP PLAN reorganizing FCC's hearing procedures, including creation of five-man separate staff responsible directly to Commission, was announced by FCC Friday. It is effective immediately.

New procedure is substantially same as proposed last August [BROADCASTING, Aug. 16, 1948], and has had backing of industry legal authorities. FCC has been severly criticized in Congress and by members of communications bar for failure to enact it earlier, on grounds it's required by Administrative Procedure Act. Principal changes from current procedure were reported as:

1. Separate staff set up to advise and assist Commission on hearing matters. Thus such hearing and opinion work is taken out from under supervision of officials having prosecutory or investigatory functions. General Counsel may in effect be "party" to hearings, filing proposed findings, exceptions, etc. as other participants do.
2. Unless otherwise ordered, hearing officer's recommended decision stands as Commission's initial decision (in lieu of proposed decisions), which authorities feel will result in time-saving ranging from weeks to months. Procedure thereafter will be substantially same as now, except that General Counsel may participate on same basis as regular parties.
3. Many motions now handled by Motions Commissioner may be handled by hearing examiner.

Separate staff to work on hearing matters under Commission supervision will be: Parker D. Hancock, chief of Review Branch of Law Bureau's Broadcast Division; Robert H. Alford and Frederick W. Ford, also of Review Branch; Horace E. Sloan, engineer; and Charles S. Borum, accountant.

STA REVISION URGED

IMMEDIATE action on their six-month-old petition for relaxation of ban on after-hours operations [BROADCASTING, Nov. 29, 1948] was urged in request to FCC Friday by five part-time stations. "Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to what hours these stations will be permitted to operate," FCC was told. Group contends ban invoked last summer should be revised so parttime stations can again get STA's for after-hours operations to carry special local-interest programs. Group is composed of WOI Ames, Iowa; WKAR East Lansing, Mich.; WNAD Norman, Okla.; WNYC New York, and WHCU Ithaca. Petition was filed by Cohn & Marks, Washington law firm.

SOLE GETS KVMV CONTROL

J. H. SOLE, KNGS Hanford, Calif., associate manager-chief engineer, buys 62% control (subject to FCC approval) KVMV Twin Falls, Idaho, for $23,500. Franklin V. Cox, majority stockholder, disposing of holdings in KVMV (250 w, 1450 kc). E. W. Roberts and Murray Doerr retain minority interest. Blackburn-Hamilton Co. handled transaction.

DAVID BALABAN FUNERAL

FUNERAL services for David Balaban, 50, founder of Balaban & Katz theatre chain which owns WBKB (TV) Chicago, were to be held yesterday (Sunday). Mr. Balaban died Wednesday in Highland Park, Ill., after heart attack. He is brother of John Balaban, general manager of WBKB, and Barney Balaban, president of Paramount Pictures. Other survivors are his wife, two daughters, a son, and three brothers.

NAB COMMITTEES PLAN JOINT MEETING

INTERLOCKING meetings to be held late in June by NAB's Broadcast Advertising Bureau Policy Committee and Sales Managers Executive Committee. BAB policy group meets June 22-23 at NAB Washington headquarters to lay plans for operation of new bureau. SMEC meeting to be held June 23-24, permitting joint session on 23d.

Chairman of SMEC, John J. Gillin Jr., WOW Omaha, also serves on BAB policy group. First meeting of policy-framing body held May 11 [BROADCASTING, May 16], when decision was made to move headquarters to New York. Maurice B. Mitchell, BAB director, already operating in BMB executive offices at 270 Park Ave., New York, though decision has not been made whether this will be permanent headquarters. BAB formally replaced NAB Dept. of Broadcast Advertising on June 1.

WHAM-TV TO MAKE DEBUT AT C. OF C. LUNCHEON

FIRST TV station in Rochester, WHAM-TV, opens formally June 11 in connection with television luncheon of Rochester Chamber of Commerce. Justin Miller, NAB president, will be principal speaker. Other speakers include Robert C. Tait, Stromberg-Carlson president, and Samuel B. Dicker, Rochester mayor, according to William Fay, Stromberg-Carlson broadcasting vice president.

Electrical Assn. of Rochester at same time will open eight-day TV exhibition in local civic center, with retailers sponsoring a second exhibition the following week.

WHAM-TV will operate on Channel 6 as basic NBC affiliate. Transmitter and tower are on Pinnacle Hill, in suburban Brighton. Station has built own microwave relay near LeRoy, N. Y., to take programs from WBEN-TV Buffalo. AT&T relay scheduled for October.

NABET-IATSE DISPUTE

FORMAL NLRB hearing expected in dispute between NABET and IATSE over about 30 projectionists and kinescopic cameramen at ABC and NBC, it was learned Friday. NABET petitioned NLRB for clarification of its certification as bargaining agent to include the projectionists and kinescopers. IATSE's New York Local 306 of Motion Picture Machine Projectionists contested NABET's claim. Networks said to be neutral. Parties failed to reach an agreement at informal NLRB hearing in New York.

NAB CLINIC TO STUDY NEWS

USE of wire services to increase station sales through better news and feature programming to be explored by newsmen of press associations and program directors at first nationwide NAB Program Directors' Clinic in Chicago June 27-29. E. R. Vadeboncoeur, vice president and general manager, WSYR Syracuse, N. Y.; Tom O'Neil, AP radio news editor; John M. Cooper, INS radio dept. director, and Phil Newsom, UP radio news manager, will discuss methods by which local stations can capitalize on special feature wire service material.

WTPS-TV HEARING AUG. 2

REQUEST of WTPS-TV New Orleans for additional time to complete construction set for hearing Aug. 2 by FCC Friday.

MULLEN ACQUIRES 15% OF KMPC FROM RICHARDS

FRANK E. MULLEN, president of G. A. Richards stations, has acquired 15% of Mr. Richards' KMPC Los Angeles for $54,787, FCC was notified Friday. Stock was new issue, which reduced Mr. Richards' interest to 54.9%. He also controls WGAR Cleveland and WJR Detroit, which Mr. Mullen, former NBC executive vice president, also heads.

FCC was given contract, dated May 19, covering stock transaction. With it was May 1948 "writing" between Messrs. Richards and Mullen specifying salary ($75,000) Mr. Mullen should get as president of three stations; giving Mr. Mullen option to buy 20% of KMPC for $64,800 and providing that cost of this stock would be cut in half if NBC affiliated KMPC before August 1952; and containing resignation procedure and other provisions.

Mr. Richards and Los Angeles counsel told FCC this "writing" was not "definitive contract" and therefore was not filed originally. It was signed, they said, with understanding it be followed by "definitive agreement." FCC was given undated agreement—which attorneys said was signed by Messrs. Mullen and Richards on same day as 1948 "writing"—providing for "certain modifications" to be made later. Mr. Richards and counsel said May 19 contract was this modified agreement and that no stock transfer occurred before it was executed.

FCC meanwhile still has pending its probe of Mr. Richards' news policies, and subsequent application for approval of arrangement whereby control of three stations would be put in hands of trustees. FCC has not indicated when it may decide cases. General Counsel Benedict P. Cottone, who had been slated to head FCC counsel at hearing before it was postponed indefinitely, left Friday for Paris to join U. S. delegation to International Telephone and Telegraph Conference. Delegation not expected to return before mid-August.

GETS CBS CAPITAL POST

LEWIS SHOLLENBERGER, reporter for CBS since 1942 broadcasting under name of Bob Lewis, appointed network's Washington's director of special events.

Closed Circuit

(Continued from page 4)

Washington expect FCC Chairman Wayne Coy to return to U.S. between June 15 and July 1 to report on Paris Telephone and Telegraph Conference. After fortnight, it is expected he will retrace steps to Paris, and thence to London for windup of Bermuda Telecommunications Treaty. He's making side trip to Geneva to check on activities of Provisional Frequency Board, headed by former Commissioner Ray C. Wakefield, who recently returned to U.S. because of ill health.

IS FRANK H. LEE (Lee Hat) ardor for Drew Pearson cooling? Reports current that Lee's sponsorship of Pearson will terminate sometime soon but that number of prospective replacements have been aligned by Wm. H. Weintraub agency, which has Pearson exclusive. Pearson contract reportedly has two years to go but reportedly can be dropped at commentator's option. Mr. Lee, devout Catholic layman, is understood to have disagreed with Pearson comments on Catholic clergy.

WM. WRIGLEY Jr. Co. looking over *Larry on Location*, new WBKB (TV) Chicago puppet show which replaces *Kukla, Fran and Ollie* after latter leaves WNBQ June 13. Station conducted live and teletranscribed client auditions last week.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KMBC-KFRM First In New Survey

"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type.

Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 60 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states —3,970,100 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

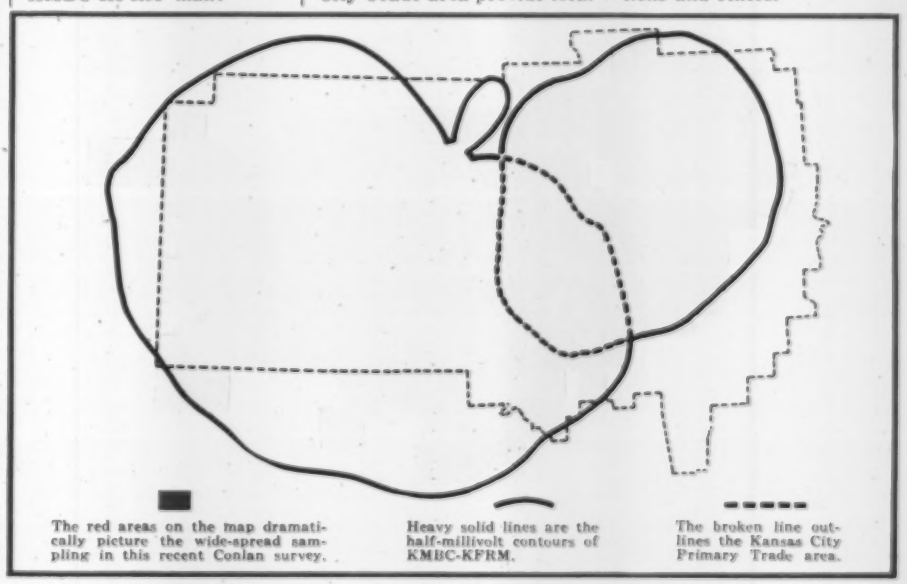
The KMBC-KFRM Team's News staff, greatest among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

ERLE SMITH
News Director

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area, also records three weekly quarter-hour reports — including interviews with Senators and Congressmen and "VIP" from the Kansas City Trade area.

Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.



The red areas on the map dramatically picture the wide-spread sampling in this recent Conlan survey.

Heavy solid lines are the half-millivolt contours of KMBC-KFRM.

The broken line outlines the Kansas City Primary Trade area.

VACATIONTIME IN WJR LAND

W J R—*Michigan's greatest advertising medium*—covers a great summer resort land. Hundreds of thousands come here to rest and swim and fish, and they listen to W J R. This "vacation audience" is a *plus* that's worth remembering when you make your summer schedules.

Call or write your nearest PETRY office

WJR

CBS
50,000 WATTS

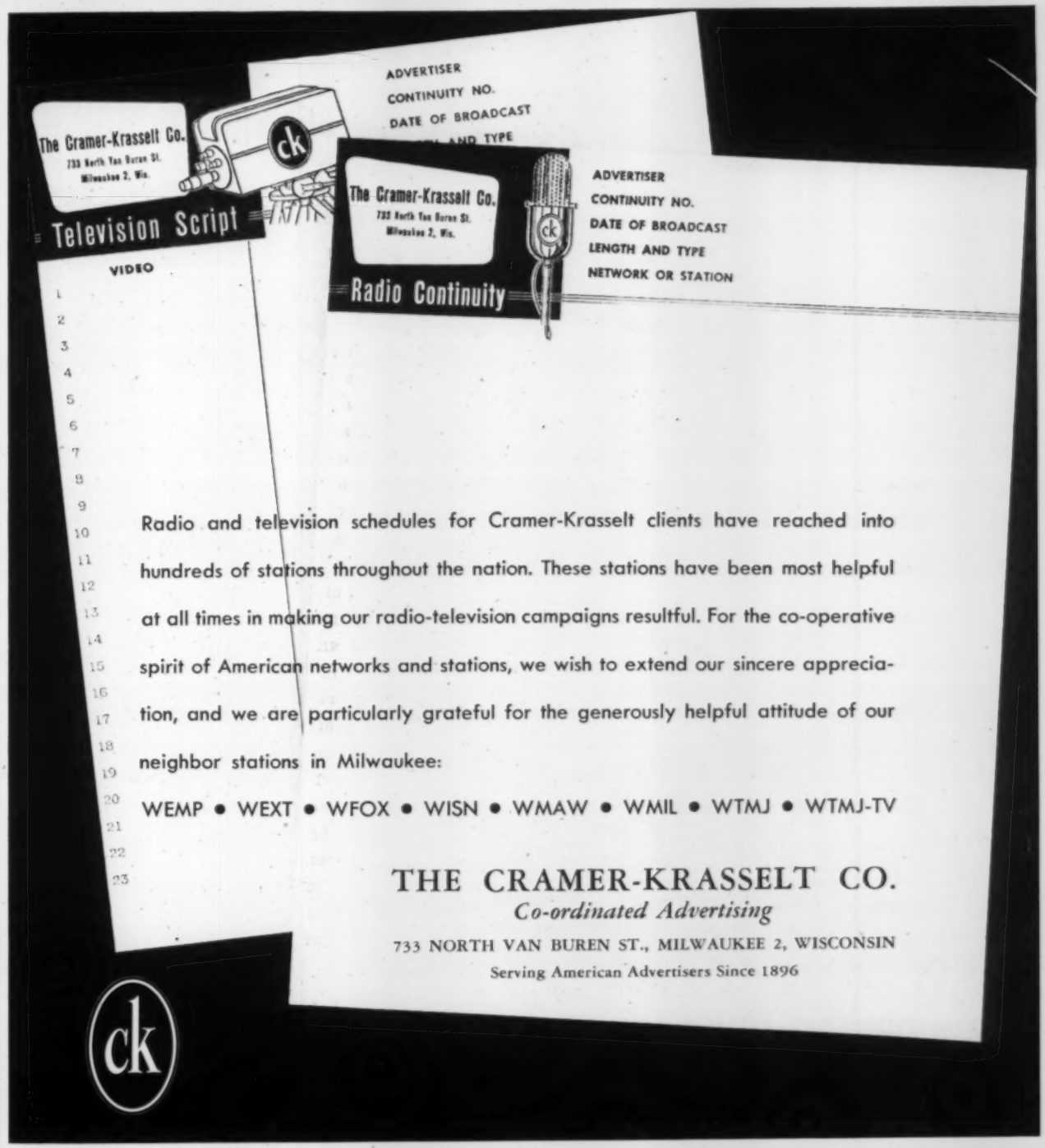
FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.


The Cramer-Krasselt Co.
733 North Van Buren St.
Milwaukee 2, Wis.
Television Script
VIDEO
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ADVERTISER
CONTINUITY NO.
DATE OF BROADCAST
The Cramer-Krasselt Co.
733 North Van Buren St.
Milwaukee 2, Wis.
Radio Continuity
ADVERTISER
CONTINUITY NO.
DATE OF BROADCAST
LENGTH AND TYPE
NETWORK OR STATION
Radio and television schedules for Cramer-Krasselt clients have reached into hundreds of stations throughout the nation. These stations have been most helpful at all times in making our radio-television campaigns resultful. For the co-operative spirit of American networks and stations, we wish to extend our sincere appreciation, and we are particularly grateful for the generously helpful attitude of our neighbor stations in Milwaukee:
WEMP • WEXT • WFOX • WISN • WMAW • WMIL • WTMJ • WTMJ-TV
THE CRAMER-KRASSELT CO.
Co-ordinated Advertising
733 NORTH VAN BUREN ST., MILWAUKEE 2, WISCONSIN
Serving American Advertisers Since 1896
ck

WE'D LAY AN EGG IN EGG HARBOR

When we started this radio station a couple of years ago, we decided to develop a unique program formula that would fit the peculiarities of this unique market, even though it might flop anywhere else. So we threw away the book and went to work.

The result? For the last six months only one station in this vast market has *ever* consistently equalled or exceeded WMIL's* afternoon audiences! And no Milwaukee station has successfully duplicated WMIL's programming!

It seems that there is an old Sales Manager's copy-book maxim that "Milwaukee is tough." But it isn't. It's just different. As a matter of fact, the blue book roster of national and local advertisers who tell their stories over WMIL. . . .week after week, all year long. . . , testifies to the fact that Milwaukee *likes* folks who do things Milwaukee's way. And when they like you, they buy from you!

How are *you* doing in America's Ninth Market? Maybe WMIL's Milwaukee-made programs can help boost your sales.

Jerry Sieb

* FORMERLY WMLO

Thirteenth of a Series

THE

Milwaukee

RADIO MARKET

By BILL THOMPSON

AS LONG as there's water in the Great Lakes—and mineral, timber, and agricultural resources in the surrounding area—Milwaukee feels secure.

And as long as there's a purring kilocycle within range, most of Milwaukee's 869,000 citizens and their neighbors for miles around will provide a prosperous and high-buying audience for local and national advertisers.

More centrally located in the economically strong Lake Area of industrial concentration than Buffalo, Cleveland, Duluth and her nearby "rival," Chicago, Milwaukee is the tenth largest industrial city in the nation. Moreover it's one of the top-flight radio cities and has pioneered many important events in electronic history.

Despite her fame as "America's beer capital," Milwaukee is not dependent on the foamy beverage for its prosperity, nor is it dependent on any other single industry. Its seven radio stations provide this versatile community with reliable service and in return the citizenry, mostly of German and Polish origin, loyally support the stations. Few visitors to this "lake gateway to the Northwest" realize it produces much of the machinery that has built the world's highways, dug its canals, harnessed the water power of Niagara, impounded great rivers, mixed the concrete for Hoover Dam, and fabricated millions of motorcycle and automobile frames. But to the Milwaukeean names like Allis-Chalmers, Falk, Bucyrus-Erie, Cutler-Hammer, Evinrude and Harley Davidson mean just as much as Schlitz, Pabst, Blatz, and Miller. And he will tell you that Armour, Cudahy and Plankinton prospered, as meat packers, even earlier than the brewers.

Milwaukee's forebears began arriving in 1848, following defeat of the intellectual liberals in the Fatherland. Hundreds of Germans brought their biergartens, weinstubes and turnvereins to this "American Munich." In later years, the Poles and Italians brought singing societies and operas. Their culture has survived in the Milwaukee Musical Society and in concerts at the magnificent Blatz Temple of Music.

Of greater interest to the student of this market, however, is the fact that these early settlers also were skilled workmen. Today, Milwaukee's labor force is made up essentially of descendants of European racial stocks known for their mechanical skills, efficiency and dependability. With a century of manufacturing experience, the city offers to industry second and third-generation artisans in practically all of the skilled trades.

Wins Recognition

Milwaukee's accomplishments in health conservation, fire prevention and traffic safety have repeatedly won national recognition. Its government has been widely acclaimed as a model of non-partisan efficiency. Its law enforcement policies have kept it orderly, and the city is attractive and neat. Its very appearance gives an insight into the kind of people who make up its citizenry, for Milwaukeeans are conservative and home-loving, with well-kept lawns and gardens. More than half the families in the metropolitan area, which has a population of 869,000, own their homes.

The city boasts the largest vocational school in the United States, which, together with an expertly-supervised state apprenticeship program, provides a pool of trainees to fill the varied demands of manufacturers. Marquette U., the U. of Wisconsin in Milwaukee and Milwaukee State Teachers College also are located there.

Over-the-counter buyers spent $790,500,000 in retail stores and another $56,370,000 in service establishments in Milwaukee County last year, with radio a major influence in this vast spending. The center of a retail area embracing one-third of Wisconsin's population and accounting for one-half of its buying income, it leads all cities of 500,000 or more in department store sales increases since 1939. Dept. of Commerce reports also show Milwaukee leading these big cities in sales gains of independent merchants.

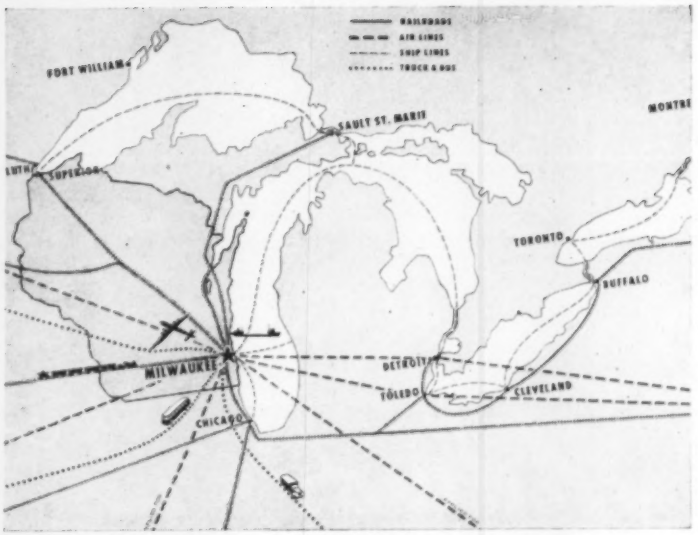
The city has surpassed the national average in factory employment, production and construction of plant facilities since 1939. It has added about a quarter-billion dollars worth of new factories and equipment. By reason of this expansion and more extensive use of existing plants, industrial production in Milwaukee County last year

(Continued on Milwaukee 4)

(Continued from Milwaukee 3)

reached an all-time high of $1,902,000,000, and radio-advertised products were beneficiaries as wage earners enjoyed full pocketbooks. At present, 146,200 production and related workers are earning $8,904,000 per week in wages. Durable-goods production, always predominant, accounted for the employment of more than twice as many workers last year as did the non-durable industries.

Bulk of the manufacturing firms are small to middle-sized (less than 50 workers), and yet about 65% of the factory workers are employed by firms having 500 or more employes, giving Milwaukee an average number of employes per factory of almost 100. With industry widely diversified, almost 150 industrial classifications are represented in the products of 2,000 firms.



Tractor Production

True, Milwaukee has achieved a preeminence in certain fields which tends to dwarf, by comparison, the importance of other segments. For example, production of tractors has grown to such proportions that the number of people employed by these firms constitutes almost a third of the total employed by tractor manufacturers in the entire country. Construction machinery manufacturers employ more than one-sixth of the nation's wage earners in that industry; internal-combustion engine plants employ one-sixth of the workers in that field; the malt industry employs one out of every four Americans who make their livelihood in that business.

For every one of these "giants," however, there are dozens of small and medium-sized firms, many of which are "feeder" facilities producing component parts or performing auxiliary operations—functions which serve the large assembly type of production and at the same time exert a tremendous influence in supporting an industrial economy. Milwaukee, fortunately, has an abundance of small fabricating shops, foundries, forge shops, metal-stamping plants, machine shops, heat-treating firms, tool and die shops, plating and finishing facilities which fall into the general classification of metal trades. It is in this phase of manufacturing that Milwaukee is supreme.

Leading Industries

A glance at the city's leading industries indicates, however, that the metal trades do not completely dominate the field. Near the top of the list, in dollar volume, are malt liquors; food products; meat packing; leather and leather products; printing and publishing; chemicals, paints, and varnishes; and textile mill products.

Milwaukee leads the world in the manufacture of Diesel and gasoline engines, outboard motors, motorcycles, tractors, wheelbarrows and padlocks. The price of veal is established here, and the city leads the nation as a barley market, brewing center, and in the production of hosiery, work shoes, leather gloves, tin and enamelware, sawmill and flour-mill equipment.

The reason for this industrial record is found in a combination of factors. Strategically situated on Lake Michigan, the city is in the very front yard of one of the richest farm regions in the country, which provides excellent agricultural markets and outstanding advantages to those industries dependent on products of the farm for raw materials. Basic raw materials also are readily available.

The annual increase in forest growth in Wisconsin substantially exceeds the amount of timber cut; zinc and lead mines are located in the southeastern part of the state; gravel, sand and limestone are in great abundance throughout the area; and in northern Wisconsin and in adjoining Michigan and Minnesota is the greatest iron ore deposit in the world, producing 85% of all the ore of this type mined in the United States. This ore is converted into steel at several points within 100 miles of Milwaukee, and the cost of transporting the steel to the receiving departments of Milwaukee plants is lower in many instances than in most other industrial cities.

Adequate Transportation

The city has adequate transportation facilities of all types. An active lake port, it also is served by five lines of ocean steamers. Three car-ferry lines link it not only with cities across Lake Michigan, but with the Atlantic Seaboard, and three railroad systems have connections to every important municipality in the country. Four transcontinental airlines provide direct service to the East and West Coasts, as well as Mexico, Alaska and the Orient. Many air routes to the east and south by-pass Chicago. A "feeder" airline serves Milwaukee's trade area, and 70 truck lines radiate to every section of the country. Open docks, cold-storage and merchandise warehouses, grain elevators and extensive freight terminals are available.

The community's enterprises are given financial assistance by 26 banks with combined resources of more than $1 billion.

Milwaukeeans have an indomitable competitive spirit springing from the days, more than 100 years ago, when the present downtown area was divided into three parts—Juneautown, Kilbourntown and Walker's Point. Merchants in each of the three settlements schemed to win patrons from the other.

Each of the towns having been independently planned, none of the streets approached the Milwaukee River at the same places, and today's diagonal bridges and haphazard street patterns are a memorial to the rivalry which preceded incorporation of the three units into Milwaukee in 1846.

Rivalry still runs high among the city's hundreds of business establishments—and broadcasting is no exception.

The Hearst station, WISN, is Milwaukee's oldest, having gone on the air in 1922. Its general manager is Gaston W. Grignon.

WTMJ, the *Milwaukee Journal* station, has made a name for itself regionally which compares with that of its famous newspaper parent. The one man largely responsible for its success is Walter J. Damm, who was named manager of WTMJ at its inception in 1927. Since that time, his "radio log" reads, in part:

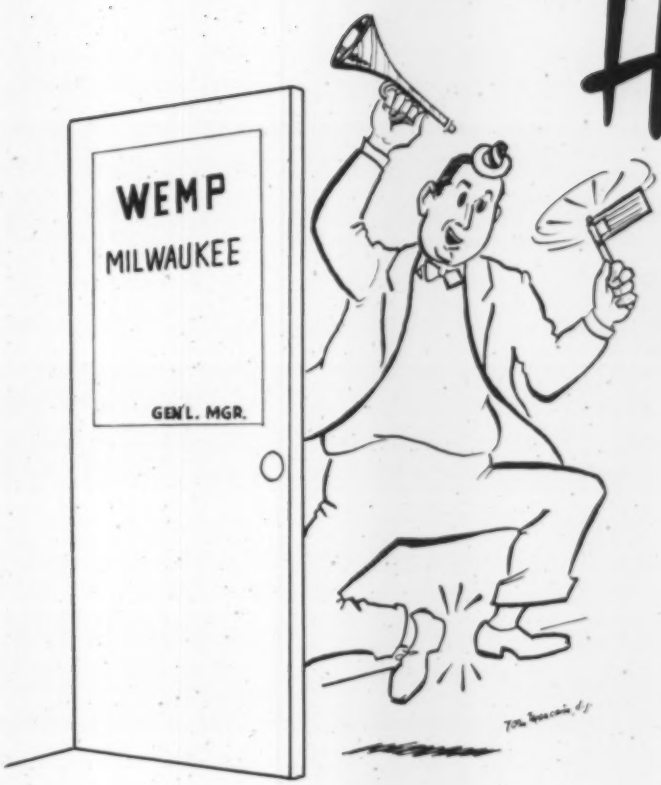
1930, elected president of NAB; 1932, began television experiments with spinning disc; 1933, pioneered first coincidental survey of radio listening habits; 1934, transmitted facsimile; 1939, signed for WTMJ to become basic NBC station and elected to board of Broadcast Music Inc.; 1940, put first FM station west of the Alleghenies on the air; 1941, installed what he claims was first automobile FM set in America in his own car; 1942, elected president of FM Broadcasters Inc., opened *Journal's* new million-dollar Radio City for AM, FM and TV; 1944, announced WTMJ's radio revenue had passed $1 million; 1947, spoke at dedication of WTMJ-TV; 1948, announced WTMJ-TV would affiliate with all four television networks.

Since WTMJ-TV took the air as Wisconsin's only video station, more than 26,000 TV receivers have been sold in the Milwaukee area. A May count shows that 93% are in homes and 7% in public places. The WTMJ-TV operation, which is linked to the east-west coaxial cable in Chicago by microwave relay, has many "firsts" to its credit, including a record 19 remotes in one week. Its telecasts of Milwaukee Brewer games are credited with increasing attendance in 1948 to 364,516, as compared with 296,377 in 1947. It was the first TV station in the state to carry other local and nearby sports contests, and last November sent its mobile unit to Chicago to do its longest remote—the Green Bay Packers-Chicago Bears pro football game.

WTMJ-TV's success and the filing of TV applications by WEMP, WFOX and WISN have stepped up the interest of Milwaukee agencies and film producers in video. One of the most active agencies is Cramer-Krasselt Co., which is in its 53d year, and whose president, Walter Seiler, was a C-K account executive on the Maytag radio program heard on NBC in 1925. Other

(Continued on Milwaukee 8)

MEMBER OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Hooper Up!*

SEE WHAT THE BOYS IN THE BACK SEAT WILL HAVE!

WHY *"Hooper-up"* AT WEMP?

1. Policy of popular music all day long pays off in Milwaukee
2. More play-by-play sports than any other Milwaukee station
3. Programs and personalities that please the people:

- HI-TIME 6-9 AM with Vern Harvey
- CLUB 60 2-4:30 PM with Tom Shanahan
- 1340 CLUB 4:30-7 PM with Tom Mercein
- OLD-TIMERS PARTY 7-8 PM with Bill Bramhall
- WIRE REQUEST 11:30-2:00 AM with Joe Dorsey

Share of Audience

*Hoopereport	WEMP Position Nov. Dec. 1948	WEMP Position Mar. Apr. 1949
10 listed stations (3 Chicago) MORNING	7th	3rd
10 listed stations (3 Chicago) AFTERNOON	7th	4th
7 listed stations (3 Chicago) EVENING	6th	3rd

Based on Hooper Station Listening Index

SPONSORS ARE IN GOOD COMPANY ON WEMP

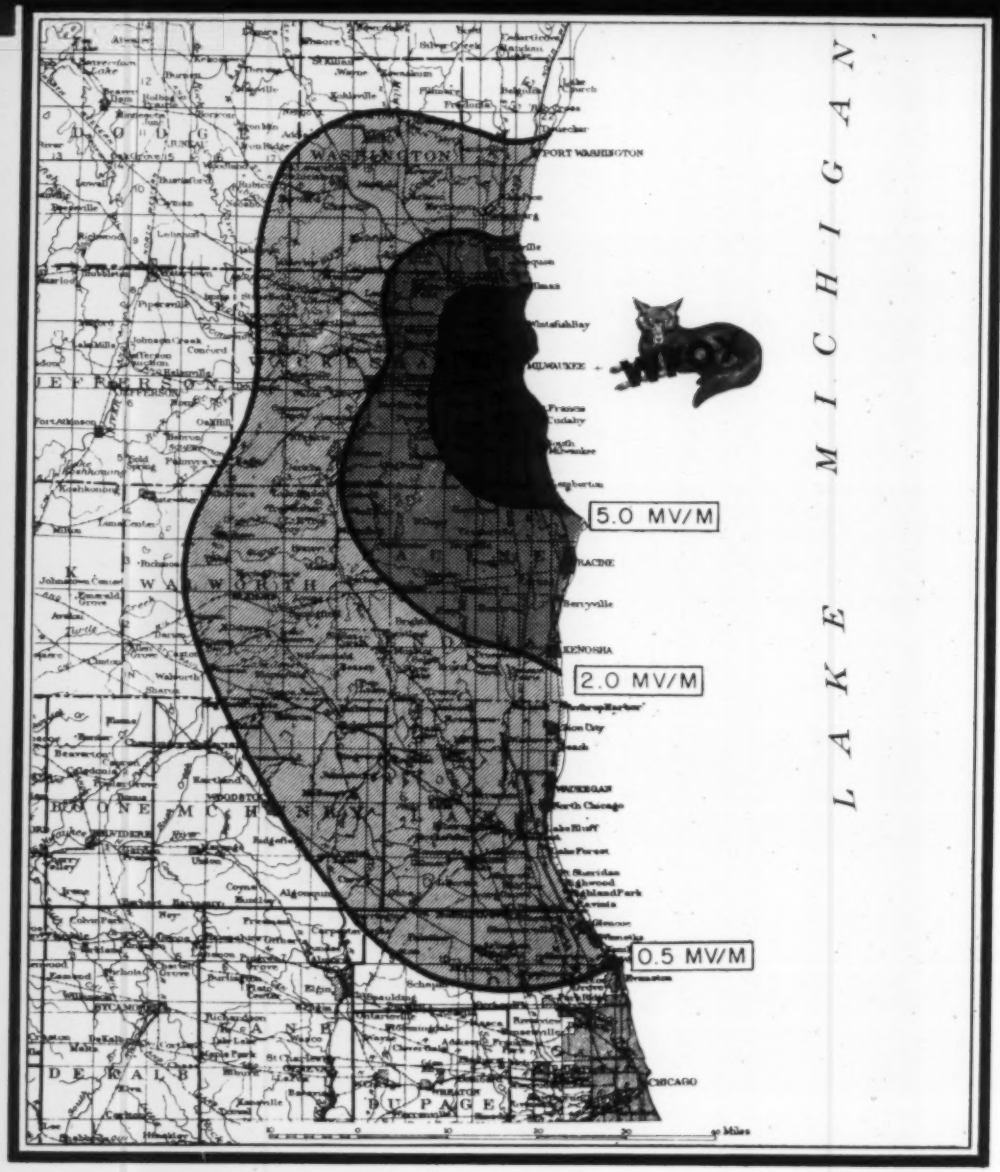
Gimbels
Household Finance Corp.
Miller Brewing Co.
Colgate-Palmolive Peet
Socony Vacuum
Schusters
Kool Cigarettes
Robert Hall
Hudson Motor Car
F. W. Fitch

Hugh Boice . . . General Manager
Headley-Reed Inc. . . . National Representatives

WEMP AM-FM

Milwaukee, Wis.

Milwaukee's ONLY Full Time Independent



FIELD INTENSITY CONTOURS

WFOX, MILWAUKEE, Based on measurements made by Edward W. Jacker, consulting radio engineer, September, 1948.

860

CENTER OF

CENTER OF

GREAT OV

GREATV

IN AND

MILWA

...AGE AT LOCAL RATES!!!

...KC

...OF THE DIAL

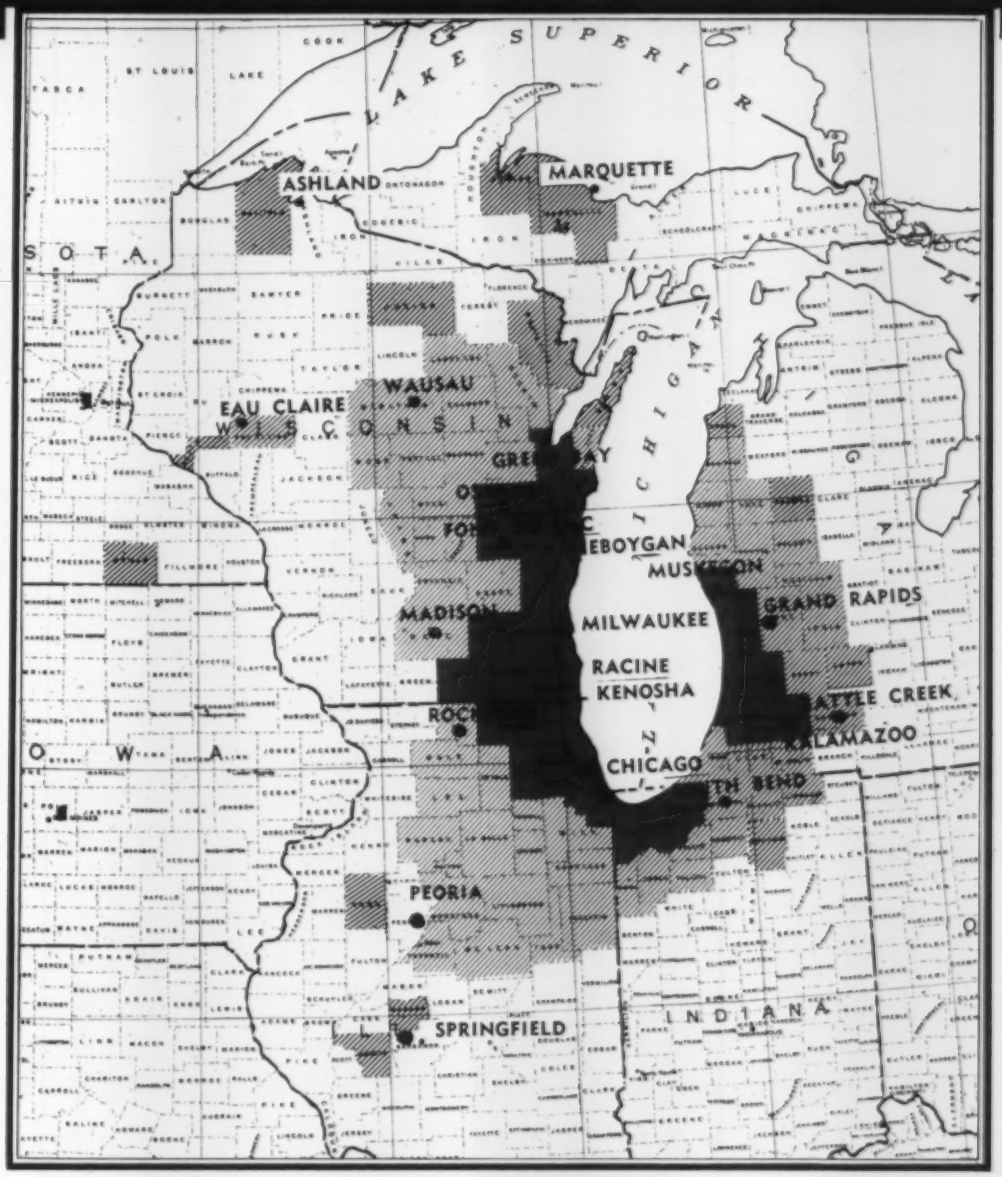
...OF POPULATION

...OVERAGE

...VALUE

...AROUND

...WAUKEE



(BASED ON 1948 MAIL COUNT)

- MAIL RECEIVED DAILY
- MAIL RECEIVED WEEKLY
- MAIL RECEIVED OCCASIONALLY

...Gen'l Manager

(Continued from Milwaukee 4)

C-K radio accounts over the years have been the *Dr. Caldwell Party Line*, Knapp-Monarch's *Ahead of the Headlines, Maybelline Penthouse Serenade, Norge All-Star Varieties* and the *Massey-Harris* (tractors) *Harvest Brigade.*

In recent months, this agency's TV billings have constituted 25% of the total handled by its radio-television department. Under Jerry S. Stolzoff, director, the department is expected to do business totaling $1 million in 1949. Active TV accounts are Schuster's Department Store, Plankinton Packing Co., first Federal Savings & Loan, Marine National Exchange Bank, Milwaukee Co., Bentley Co. (construction), Pflugradt Co. (GE distributor), Broadway House of Music. Aluminum Goods Manufacturing Co., a national account, is reportedly near the signing stage.

Schuster's story is one of the brightest in the history of radio and TV [BROADCASTING, May 2]. This store has been on TV every week since December 1947. It is currently using sports programs, special five-minute shows and 16 one-minute film announcements per week. It is claimed to be the largest user of radio in any single market in the country and uses WMIL WEMP WEXT WMAW and WTMJ in addition to WTMJ-TV.

The Marine bank TV half-hour, *Salute to Industry*, enjoys wide popularity in Wisconsin as it salutes various industries in the state. C-K also handles Plankinton Packing and First Federal Savings radio programs and, in addition, those of Luick Dairy, Fox Theatres, Bluemound Gas and Oil, Chevrolet Dealers of Milwaukee County, and Patek Bros. (paints). Chevrolet Dealers are formulating TV plans. C-K national radio accounts are Hoberg Paper Mills, Green Bay, Wis.; and The Golden Rule department store, St. Paul, which has started "saturation" radio schedules in its market.

Milwaukee's second-oldest agency, Klau-Van Pietersom-Dunlap Associates, which will round out 42 years next September, lists as its top radio and television accounts Miller Brewing Co., Morton Salt, Holsum Products, Robert A. Johnson Co., Gimbel's Department Store, Oswald Jaeger Baking Co., Borden Co. and Wisconsin Electric Power Co. The agency's first client, Harley Davidson (motorcycles), started advertising in 1907 with an appropriation of $475 and has been with K-VP-D ever since.

The company's original trio of Gustave Klau, Anthony Van Pietersom and Walter F. Dunlap started business in two rooms. K-VP-D presently occupies the entire sixth floor of a large Milwaukee office building. Mr. Dunlap, president and treasurer, is in charge of a staff of 80. The agency ranks third in financial resources among all agencies of its class in the country, according to current 4-A ratings.

AM Stations Serving Milwaukee Market

Call	Frequency	Power	Date Founded
WEXT	1430 kc	1 kw daytime	1947
WEMP	1340 kc	250 w fulltime	1935
WFOX	860 kc	250 w daytime	1946
WISN	1150 kc	5 kw fulltime	1922
WMAW	1250 kc	5 kw fulltime	1948
WMIL	1290 kc	1 kw daytime	1947
WTMJ	620 kc	5 kw fulltime	1927

Meyerhoff Founded

Arthur Meyerhoff & Co. was founded in Milwaukee and maintains a strong branch office under the direction of George Grabin, who was an account executive on the original staff of nine. Mr. Grabin handles radio for the Chicago, North Shore & Milwaukee Railroad, interurban electric line between Chicago and the city, as well as the local Milwaukee Electric Railroad & Transport Co. and Clark's Super Gas. He finds time to go to Chicago every week to handle accounts he has developed there.

Arthur Meyerhoff, formerly with Hearst's *Wisconsin News*, formed the agency in 1929 with Walter Neiser, local advertising man. The firm captured the Wrigley gum account in 1932 and a year later moved to the flossy Wrigley Bldg. on Chicago's Michigan Boulevard. Mr. Meyerhoff bought out Mr. Neiser in 1938.

Hoffman & York agency handles *That's O'Toole* on ABC television Sundays at 3:45 p.m. (CDT). Originating in Chicago, program is sponsored by Delta Mfg. Division of Rockwell Mfg. Co. Among the company's clients are some of the biggest manufacturers in not only Wisconsin, but Illinois and Michigan. Agency was founded by Harry G. Hoffman and Wilford York in 1933. Howard L. Peck, vice president, who formerly was program director at WISN, is manager of the radio department. Mr. Peck has had considerable theatrical experience, which is proving of great value in creating and directing TV shows. While the agency has no major radio shows at present, virtually all of its clients use spot radio.

Largest radio account handled in Milwaukee is Allis-Chalmers Tractor Division, which sponsors the *National Farm & Home Hour* on NBC. Bert S. Gittins Advertising is the agency. This agency also has Kasco Mills Inc. of Toledo, Ohio, and Waverly, N. Y. (transcribed spots on 54 stations), and Consolidated Products Co., Danville, Ill., a subsidiary of National Dairy Co., which uses 15-minute daytime shows, featuring local talent, to promote milk by-products used as poultry and livestock feeds.

Reminiscing about Allis-Chalmers, Mr. Gittins said: "We started out originally with 44 stations for the first year and one year later, in the fall of 1946, we expanded to the complete NBC network in the continental U. S.

"This is one of the few times the Dept. of Agriculture has cooperated with a sponsored program and the relationship has been very satisfactory.

"Allis-Chalmers Tractor Division was the first farm equipment manufacturer to accept radio as a major medium of advertising. As far back as the winter of 1929-30 it was on several stations with a 30-minute transcribed show.

"In later years we bought spot programs—both transcribed and live at first, and later live shows, on as many as 60 stations at a time. One year we sponsored the national corn husking contest on a special network in competition with NBC and the *National Farm & Home Hour*, which was then sustaining.

"Our first network experience with Allis-Chalmers came in 1938 when we used a combination NBC Red and Blue hookup from Chicago west to the Pacific Coast with a Saturday night show.

"Through our use of transcriptions for Allis-Chalmers back in 1936-37 our extensive purchase of spot radio for them and now with our *National Farm & Home Hour* experience, we feel we have done as much in pioneering the better type of agricultural radio as anybody in the business. I am not referring to the old mail order type of appeal, nor the hillbilly approach used to sell consumer items representing a very small investment. Rather, I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Mark Newest Agency

Newest agency concentrating on radio and television, especially for retail stores, is Loise Mark & Assoc. Miss Mark, formerly executive vice president of Mark, Mautner & Berman and previously promotional coordinator for Milwaukee's Boston Store, formed her own agency last October. She has worked actively with TV since WTMJ-TV took the air, claiming to have handled the writing, directing, and production of live shows before any other agency representative. She gained her initial experience with a series of How-to-do-it programs for the Boston Store, producing one of the first audience participation programs, *Adam vs Eve*, for this client.

Among her present TV shows are the Milwaukee Laundry Assn.'s *Hints for Helen*, Fabric Shops' *Fashions by the Yard* (sewing lessons) and a fur fashion show for Carl A. Laabs Co. Spot TV advertising is handled for Urich's (appliances and hardware), Peterson-Loeffler (carpeting), Boston Store and Home Furniture Co. (women's show). Miss Mark received second place in the national Erma Proetz woman's advertising awards competition for her *Hints for Helen* TV show. She handles two hours of radio daily for the Boston Store and 15 minutes daily for the Bloch-Daneman Co.

Among other agencies working with radio are Gustav Marx Adv. Agency, Scott Inc., Jim Baker Assoc., Barnes Adv. Agency and Keck-Franke Adv. agency.

TV film production is largely divided among three companies. Elliott Cooley handles most of Cramer-Krasselt agency's needs, while Film Arts Corp. is branching out nationally. Television Commercials Inc., new subsidiary of the Frank H. Bercker Studios, is specializing in animation technique for "live action" advertising, with

COMPLETE SCRIPT TO SCREEN SERVICE

16mm and 35mm

Television Films

Theatre Shorts

Sound Motion Pictures — Slide Films

FILM ARTS CORPORATION

1032 N. SIXTH ST. MILWAUKEE 3, WISCONSIN DALEY 8-5670

Franklin Cheek, who gained a reputation as a marionette operator before he joined the art studio as an illustrator, making the advertised products "come to life" on the TV screen.

Before the war, Milwaukee had only three radio stations—WISN WTMJ and WEMP, in the order of their appearance. In 1946, WFOX took the air; in 1947, WMIL and WEXT; and, last year, WMAW signed on. Brief histories of all seven stations follow:

BACKGROUND OF MILWAUKEE STATIONS

WEMP
Empire Bldg.
710 N. Plankinton Ave.
Marquette 8-7722
1340 kc 250 w

MILWAUKEE'S third oldest station was established as a 100 w daytime outlet in October 1935 by Glenn D. Roberts, Madison attorney. WEMP's president is Robert M. LaFollette Jr., former Senator from Wisconsin. Other stockholders include Dr. Wellwood Nesbit, Madison physician; John Ernest Roe and Wade Boardman, law partners of Mr. Roberts; Hugh K. Boice Jr. and Mr. Roberts. The latter is vice president, Dr. Nesbit is treasurer and Mr. Roe is secretary.

Mr. Boice

The station went fulltime in 1938, and was upped from 100 to 250 w in 1939. It was affiliated with NBC's Blue Network, and later ABC, from 1940 until last August when it became Milwaukee's only full-time independent. Mr. Boice, general manager and a veteran of 14 years in radio sales, was commercial manager of WMBD Peoria before moving to Milwaukee. He previously was national sales manager of WNEW New York, and for several years was with Free & Peters' New York sales staff.

WEMP is best known as Milwaukee's "Music and Sports Station," using the slogan "20 Hours Daily of Continuous Popular Music, Sports and News." Mickey Heath, former vice president and general manager of the Milwaukee Brewers baseball team, handles exclusive play-by-play at all Brewers' games.

American and National League running scores are announced every half-hour during the afternoon on *Baseball Reports*. WEMP also carries Marquette U. home football and basketball games, all of the U. of Wisconsin basketball games and the Milwaukee Clarks hockey games. Only independent station with FM (35 kw effective radiated power), it claims to give FM listeners the only strictly local programming in Milwaukee. Station boasts more announcers than any local station except WTMJ. Four are featured as disc jockeys, one of them a Negro be-bopper. Most popular daily disc shows are *1340 Club* with Tom Mercein, *Club 60* with Tom Shanahan and Milwaukee's largest night owl show, *Wire Request* with Joe Dorsey. Announcer Bill Bramhall's *Old Timer's Party* features music native to Milwaukee such as polkas, schottisches and old familiar favorites.

Seventy percent of WEMP's accounts are handled direct, with commercials written by station personnel. Between 75% and 80% of all WEMP business is with retail stores, with John Gagliano handling a retail sales force of four people. Mr. Gagliano, retail sales manager, was with the Hearst newspapers before joining the station in 1946.

WEMP's present offices are in the Empire Bldg., but it is expected that all activities soon will be centered at a new $150,000 plant on the outskirts of the business district at 5407 W. Martin Dr., claimed to be the highest point in the city. Station states its 465-foot tower is the highest in the city, and was built with an eye towards television. WEMP-TV application is frozen.

WEXT
2501 S. 43rd St.
Evergreen 3-1430
1430 kc 1 kw D

ESTABLISHED in 1947 by Gerald A. Bartell, former faculty member at U. of Wisconsin and with 15 years' production experience in network and local broadcasting. Mr. Bartell has had outstanding success with programs designed to serve "community markets" within the Milwaukee area. He has tapped such program sources as the various foreign language groups (German, Polish, Slavic elements, and those from the Near East), as well as the Negroes.

Mr. Bartell

His *Playtime for Children* has won an award for children's programs in the 1 kw class. A daily program of music and chit-chat of the colored community is emceed by Larry Saunders, editor of the local Negro newspaper. Programs originating from neighborhood theatres and halls have been especially well received. Much promotional work is carried on through business associations and neighborhood newspapers. Station is known throughout city as "Your Neighbor on the Air."

(Continued on Milwaukee 10)

TO REACH THIS RICH MARKET

(America's 13th)

SMART ADVERTISERS

are

USING THE STATION

with

"5,000 WATTS OF

BETTER

LISTENING"

WMAW

1250 on the dial

- - - the station that is building its leadership on showmanship "know-how", and on its alertness to public preferences.

. . . the station with the one, the only, the original, "Heinie and his band" . . .

A B C
Network

FREE & PETERS
National Representatives

Studios and Offices:

TOWNE HOTEL — MILWAUKEE 3, WIS.
723 N. Third St. DAly 8-2154

(Continued from Milwaukee 9)

WFOX
739 North Broadway
Broadway 2-1272
860 kc 250 w D

WHEN promotion-wise Charles J. (Chuck) Lanphier took the air with "The Phenomenal Fox" in August 1946, he flooded the offices of local, regional and national advertisers, as well as agencies, with likenesses of the sly, brown creature after which his station was named. Hundreds of executives throughout the country are still using WFOX ash trays, featuring a reclining Reynard. Thousands of mailing pieces, business and rate cards and many advertisements in nationally circulated trade papers have been labeled with pictures of the beast, the original of which is stuffed and mounted in Mr. Lanphier's office.

Mr. Lanphier

Mr. Lanphier, who is president, general manager and controlling stockholder of WFOX, got his baptism of fire in radio under Ralph Atlass and Gene Dyer in Chicago in the early 30's. In October 1936 Mr. Dyer sent him to Milwaukee to manage WEMP. When he left the station 10 years later to establish WFOX, he not Chicago in the early '30's. In Octo- only took along "savvy"— he took five of WEMP's personnel. Viola Wilson, WFOX controller, has been with him 13 years as has Charley La Force, Milwaukee's original man-on-the-street. Carl Zimmerman, program director and promotion manager, who was an *Army Hour* conductor in the European Theatre for two years, has been with Mr. Lanphier 12 years; Announcer Paul Bartell, emcee of the *Fox Club* disc show, 10 years; and Wally Behl, music director, 8 years.

Mr. Lanphier also took to WFOX the *Polish Hour* program, founded at WEMP in 1936 by Stanley Nastal, one of Milwaukee's most prominent Poles. When Mr. Nastal died a few years ago, his son, Stanley Jr., not only took over the program but became secretary of WFOX. The *Jewish Hour*, presented Sundays by the *Jewish Daily Forward*, with Yiddish songs by actors from the Jewish Theatre Guild, also is an exclusive WFOX feature. Other popular programs are *Sentimental Journey*, featuring "collectors' item" records; talks by Bernard Hoffman, past president of Milwaukee's Steuben Society; musical interludes by the WFOX Balalaika orchestra and the Fox Foursome, an instrumental combination. In the public service category, WFOX' *Sunshine Hour*, which brings together "misplaced" persons, has wide listenership under the direction of Paul Hoffman. Station has broadcast U. of Wisconsin football games for three years, with Neil Searles at the mike. Cudahy Bros. meat packing company sponsors the games, as well as the man-on-the-street programs. Another regular WFOX client is P. & H. Homes, manufacturer of pre-fabricated houses, which sponsors *Home With Music*, a semi-classical program. Schucks' Department Store recently put an announcement of its removal sale on the tail-end of the *Sunshine Hour* and lined up customers for blocks.

WFOX was the second Milwaukee radio station to apply for a TV channel, dating its application March 16, 1948.

In addition to Mr. Lanphier, other officers of the station are Thad Wasielewski, former Congressman, who is vice president, and Robert E. Tehan, state Senator recently appointed to a Federal judgeship by President Truman, who is treasurer. Mr. Tehan also is chairman of the Wisconsin State Democratic Committee.

WISN
123 W. Michigan St.
Division 2-3000
1150 kc 5 kw

OLDEST station in Milwaukee, WISN's original call letters were WIAO. License was issued to the Milwaukee School of Engineering and station took the air July 22, 1922, on a frequency of 360 meters with 100 w. The Hearst organization, present owners, began programming on part-time basis July 30, 1924, when call letters were changed to WSOE for "School of Engineering." Hearst took over complete programming activities a year later. In June 1927 station's power was increased to 500 w and it was assigned to 1110 kc. The following January, Hearst bought the property and was authorized to change the call letters to WISN, for *Wisconsin News*, one of its papers.

Mr. Grignon

On Nov. 11, 1928, the then new Federal Radio Commission assigned WISN 1120 kc, with 250 w, sharing time with Marquette U.'s WHAD. The Commission stipulated that WISN operate six-sevenths of the time and WHAD one-seventh.

Station affiliated with CBS in January 1929 and has remained with the network since that time with the exception of a brief period in 1935 (Feb. 17 to May 15) when WISN cancelled all CBS programs in protest against inadequate network programming. WISN's power was increased to 1 kw, along with WHAD's, in June 1930, and in December of the same year a new transmitting plant was installed. Station moved into its present studio and offices, in the *Milwaukee Sentinel* Bldg., in April 1932. Two years later Hearst purchased WHAD. Going on fulltime operation, WISN installed a new transmitter and a vertical radiator at Milwaukee's Public Service Bldg. On Christmas Day 1937, station presented Marquette U. with the old WHAD transmitter for laboratory use.

WISN's frequency was changed from 1120 to 1150 kc in the general reallocations of 1941. The same year, an increase to 5 kw was authorized and a new transmitter and radiating system, using a four-element directive array, was installed at suburban Greenfield. Interim FM operation, with 3 kw, was started last July, with a schedule of AM duplication from 3 to 10 p.m. seven days weekly. FM transmitter and antenna are located on the Wisconsin Tower Bldg., which station claims is the tallest building in Milwaukee available for a transmitter location.

Outstanding WISN programs include *Your Question, Please*, panel discussion of youth problems by teen-agers; *Your Common Council*, a discussion of current community problems by a panel of aldermen, and *Worth Listening To*, which for five years has featured dreamy, soothing semi-classical records, blended together, without titles, by Program Director Jack Raymond's homespun philosophy.

WISN has a long list of old accounts. Independent Milwaukee Brewers has been on the air 14 years; Edwards Motors, 12 years; Jaeger Motors, 11; The Grand (clothing), 10; Jaeger Baking and Carpenter Baking, 9 years each.

WISN's general manager for 17 years has been Gaston W. Grignon, also vice president and a member of the board of directors of Hearst Radio Inc. Mr. Grignon is the oldest station manager in point of service in Milwaukee. Fourteen staff members have been with the station 14 or more years.

WMAW
Towne Hotel
723 N. Third St.
Daly 8-2154
1250 kc 5 kw

FOUNDED by the late Herbert E. Uihlein, president of the board of Schlitz Brewing Co., who died four months before the station took the air March 24, 1948, WMAW started as an independent but began carrying ABC programs on part-time basis a month later. It became full-time ABC affiliate in August 1948. Present stockholders are Attorney Clifford A. Randall, president of the board; Wilkie Zimmers, of the law firm of Zimmers, Randall & Zimmers; John Fleissner, Milwaukee postmaster; Ray Borchert, president of Borchert Construction Co; General Manager Jack Bundy and Chief Engineer Ray Host.

Mr. Bundy

First general manager was George E. Ingham, who did WMAW spade work for nearly two years before the inaugural. He resigned shortly after the opening to become sales manager of WISN, Hearst outlet, and was succeeded by Jack (Heinie) Bundy, 20-year radio veteran who formerly was program director of WXYZ Detroit but is best known as the leader of "Heinie and His Band." The Bundy aggregation was featured on WTMJ Milwaukee for 12 years and was on NBC coast-to-coast two years. Its folksy music, comedy and audience participation stunts are heard twice daily.

Known as the "Station With the Personal Touch," WMAW has put heavy accent on live music-documentary type programs, employing a staff orchestra. Such programs include *Parade of Progress*, commercial series, and *Red Cross Salute* and *Scout-O-Rama*, public service salutes to the Red Cross and Boy Scouts.

One of the station's most popular programs is *MAW's Barn Dance*, broadcast Saturday nights from the Circus Room of Hotel Wisconsin.

This is NEW!

HIGH ACTINIC RECORDING

Available August 1949

FOR the first time in the history of sound-on-film recording a precise recording system may be purchased outright at a cost so low that every film producer and TV station can afford top ranking professional sound track quality!

Write for information

ELECTRO SOUND CO.

2215 N. Twelfth Street **Milwaukee 5, Wisconsin**

WMIL
2625 W. Wisconsin Ave.
West 3-1290
1290 kc 1 kw D

ONE OF the first stations in the country to develop old-time music as the basis of its program policy, WMIL was established in April 1947 by a group of local business and professional men headed by Attorney Gene Posner. First manager was Bill Travis, now of Paramount Pictures, who resigned after three months and was succeeded by Jerome Sill, formerly a CBS executive in New York. Under Mr. Sill's direction station started concentrating on polkas, schottisches and continental waltzes, using live music as well as discs. Regularly scheduled are several of Wisconsin's famous orchestras including Louis Bashell's, whose "Silk Umbrella Polka" is one of Mercury Records' biggest hits. WMIL has departed from the usual independent station formula by plugging its own air-developed personalities, such as Hungry Hank and Fritz the Plumber, who entertains with a burlesqued German accent one hour daily.

Mr. Sill

Station broadcasts six days weekly, 5:45 to 8:30 a.m., from the Mermac Theatre in suburban West Bend, which is almost entirely German.

"There is one thing an independent station can do that a network affiliate never can do," Mr. Sill says. "That is to program in a straight line to the hearts of its listeners."

WTMJ
Milwaukee Radio City
Marquette 8-6000
620 kc 5 kw

THOUGH WTMJ didn't take the air until June 25, 1927, with 1 kw, the station's owner, *Milwaukee Journal*, had been interested in radio since May 1, 1922, when it sponsored a program over WAAK, the Gimbel station, shortly after its inaugural. The *Journal* joined Marquette U. in the joint operation of WHAD in January 1925, and two years later purchased WKAF, owned by the Kessellman-O'Driscoll Co. WKAF equipment was scrapped, new transmitter erected at suburban Brookfield and call letters changed to WTMJ for *The Milwaukee Journal*. Station has been broadcasting U. of Wisconsin football games each year since 1927 and basketball games since 1929. Exclusive broadcasts of Green Bay Packer football games began in 1929 and these games are fed to a selected group of state stations.

Mr. Damm

WTMJ applied for a TV station May 5, 1930, and received a license for an experimental outlet in 1931. Station transmitted facsimile on July 2, 1934, claimed to be the first attempted by a newspaper-owned outlet.

It was one of the first stations in the country to develop participating programs built around personalities who are a part of everyday life of the community. The first participating series was *The Dinner Table of the Air*, which began in 1927. In 1932 it became *The Grenadiers*, which carries on currently as one of the most popular noontime shows in the area.

A new 5 kw transmitter was purchased in 1929 and WTMJ's daytime power was increased to 2.5 kw. In 1930, WTMJ presented the radio industry with the first standard station cost accounting system. Three years later, the station pioneered a coincidental survey of radio listening habits. Daytime power was increased to 5 kw in 1934. Same power at night, using directional antenna, began in 1941.

The Journal's FM station, W9XAO, went on the air April 22, 1940, labeled the first FM station west of the Alleghenies. Later it became WMFM and then WTMJ-FM.

Milwaukee's Radio City was built by *The Journal* in 1942 at a cost of $800,000. It was the first building of its kind designed to house all three types of broadcasting—AM, FM and TV, the station claims. Auditorium studio has 389 seats. Large crowds take daily tours of Radio City, considered one of the showplaces of the city.

WTMJ-TV began commercial television operations Dec. 3, 1947, as the first TV station in Wisconsin.

New 550-foot tower and first 50 kw FM transmitter made by RCA were put into operation in 1948 by WTMJ-FM, making it the "world's first super-power FM station."

Walter J. Damm, general manager of the *Journal's* AM-FM-TV operations, was named manager in 1927 when the station started.

MARKET SURVEYS UPCOMING

- Detroit
- Seattle
- Cleveland
- Pittsburgh

Publication Dates to be Announced

T-V rememberful movies

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